

Response to County of Placer
Department of Public Works & Facilities
Request for Information to Develop
Tahoe City Firehouse Properties



Respondent:

Siren Arts at Tahoe City
PO Box 5041, Tahoe City, CA 96145
(530) 523-0130
sirenarts.org
info@sirenarts.org

7.1 Letter of Introduction

Thank you for the opportunity to respond to this Request for Information (RFI).

Siren Arts is a grassroots organization founded by three long-time residents of Tahoe City, Christin Hanna, Abigail Gallup and Renee Kojjane. Our mission is to create a multi-use space centered around arts and culture that will revitalize the Tahoe City downtown corridor and region through cultural tourism. Siren Arts has partnered with Olson-Olson Ena, a local Tahoe City realty, planning, architecture and construction firm, to help develop our collective vision for an iconic and beloved space in the heart of Tahoe City: "A space to create and congregate."

As long-time residents of Tahoe City raising families in the area, we recognize a current dearth of community space, particularly space accommodating arts and culture. It has been proven that cultural tourism is a viable means of economically energizing a region. Siren Arts' founders, as leaders of various cultural nonprofits in North Lake Tahoe, have experienced first-hand the yearning in our region for more options for community members to gather outside of the sports and recreation arena. In the short time since this RFI was released, Siren Arts has presented before the NLTRA, the Tahoe City Downtown Association and North Tahoe Arts. We have met privately with Placer County's Jennifer Montgomery, Freshtrack Communication's Seana Doherty and Art Reno's Christine Fey. Finally, we have held a public forum presentation and have to date garnered signatures of support from more than 200 community members who think this project is the right fit for Tahoe City (view www.sirenarts.org or see "Addendum, Support"). This is just the tip of the iceberg for our outreach. A dedicated community outreach campaign will continue.

Our relevant collective experience includes arts and culture non-profit leadership and programming development roles; marketing and company/product launches, including public outreach initiatives and marketing campaigns to attract venture capitalists; and commercial and residential construction projects within the Tahoe Basin which require TRPA cooperation and personal commitments to being active community members in the North Lake Tahoe area. Notable projects are work within the non-profit organizations North Tahoe Arts, Lake Tahoe Dance Collective, TEDX Tahoe and Squaw Valley Institute, community outreach for the Homewood Redevelopment Project with JMA Ventures and design of the new Tahoe Cross Country Ski Center in Tahoe City.

Siren Arts and Olson-Olson-Ena have no prior experience in the development and construction of an arts and culture-focused community center. For this reason, we propose to work in collaboration with America's leading non-profit developer of cultural organizations, Artspace. Artspace has nearly 30 years of experience in creating community creative spaces. They own more than \$500 million of real property and have 46 operating projects throughout the country. The scope of their consulting services would provide Creative Space Consulting Visit and a Sustainable Facilities Analysis. In addition, we have assembled a team of local advisors to work with us throughout this process: TCPUD Board member Judy Friedman, Tahoe City Lodge project's Samir Tuma, local arts advocate Marguerite Sprague and Reno's Arts and Culture Manager and Reno Arts Commission founder Christine Fey.

The Tahoe City Firehouse Properties, with the combination of its unique historical deed significance and prime location in the heart of Tahoe City, are an ideal composite to create a community-based arts and cultural center that can stimulate year-round economic benefit and community growth for Tahoe City in ways no other entity can.

We thank you for your consideration.

Sincerely,

Siren Arts at Tahoe City

7.2 Signature Requirements - The Letter of Introduction must be signed by an officer empowered by the respondent to sign such material and thereby commit the responding party to the obligations contained in the response. Further, the signing and submission of a response shall indicate the intention of the proposer to enter into a long term lease for the development of the TCFP and a commitment to enter a binding lease.

If/when Siren Arts becomes an RFI or RFP selectee, or enters into an Exclusive Right to Negotiate Agreement with Placer County, we intend to become a 501(c)(3) nonprofit corporation. Until receipt of Siren Art's IRS confirmation letter, Siren Arts will use Fractured Atlas as our fiscal sponsor, to facilitate receipt and payment of funds.

7.3 Team Members – Identify members of the development team and provide a brief description of each team member's role, including the following:

a. Designation of lead contact for the development team

Robb Olson, Olson-Olson Ena, LLC - Lead Contact for Planning, Architecture, Construction

Renee Kojjane, Siren Arts - Lead Contact for Concept and Operations

b. Principals of the development team

Siren Arts co-founders will in concert work together as part of the community outreach, fundraising and overall operations of the proposed concept. Each member has expertise in arts and cultural non-profit leadership, marketing/branding campaigns and artisan retail. (See resumes for specifics). Robb Olson of Olson-Olson Ena LLC, as architect, contractor and planner will head up the compilation of a construction and development team as well as overall project design. Artspace will act as project consultant enlisting their services to identify financially sustainable components and refine project concept and operations models as applicable to the findings of their overall feasibility study.

Christin Hanna, Siren Arts - Founder of Lake Tahoe Dance Collective (formerly Tahoe Youth Ballet)

Abigail Gallup, Siren Arts - Former Program and Marketing Director for North Tahoe Arts

Renee Kojjane, Siren Arts - Former Executive Director Squaw Valley Institute , TEDX Tahoe City co-founder and owner of local artisan shop, Salvaged.

Robb Olson, Olson-Olson Ena, LLC - Real Estate Broker, Architect, Contractor, Interior Designer, Artist

Artspace - America's leading non-profit developer of cultural organizations with nearly 30 years of experience in creating community creative spaces. They own more than \$500 million of real property and have 46 operating projects throughout the country.

Advisors - In collaboration with our assembled team of local advisors: Tahoe City Lodge and Kila Properties' Samir Tuma, TCPUD Board Member and community activist Judy Friedman, art advocate Marguerite Sprague and Reno Arts Commision Founder Christine Fey.

c. Resumes of key team members

See “Addendum, Resumes” for each team member’s (listed in 7.3b) current resumes.

d. A description of team member’s proposed role and relevant experience with □ projects of similar nature and size, and each member’s experience and familiarity with development in the Lake Tahoe Basin and working with TRPA and Placer County.

Robb Olson, Olson-Olson Ena - Project Architect, Construction Manager - 10+ years of experience as an Architect and Construction Manager for approximately 300,000sf in the Lake Tahoe area working extensively with TRPA and Placer County. Collaborates with various specialized consultants to ensure projects are executed at highest professional level.

7.4 Relevant Project Experience – Provide a summary of current and previous experience of the team with regard to projects comparable both in size and uses. As appropriate, this information should include a project description, photographs or site plans if available, land uses, dates completed, developer role, cost/value, financing sources, and duration of development process. Additionally, identify similar completed projects in the area that can be visited, and provide a name and contact information. □

Olson-Olson Ena, Architect and Construction Manager for approximately 300,000sf of project area in the Lake Tahoe area working extensively with TRPA and Placer County. Following is a summary of two projects similar to our proposal.



1. Tahoe Cross Country Ski Area - Schilling Lodge
Development Cost: \$7 million

The project was initiated when the historic Schilling Lodge building, originally built in 1936, was donated by the new owner to the Tahoe Cross Country Ski Education Association. The project is an adaptive re-use and addition to the historic building for the Tahoe Cross Country Ski Area Lodge. The new 10,000sf lodge includes a ski rental shop, ski storage area, wax room and work bench, first aid room, locker rooms, restrooms with showers, workout room, offices, conference room, café, and gathering space. In addition to serving as the Lodge for the Ski Area the building will also serve as a community resource for workshops, meetings, presentations, retreats, and a homebase for several educational programs during the off season or a low snow winter.

Land Uses | Located in the Highlands neighborhood of Tahoe City the project is within TRPA’s jurisdiction. Five possible sites were selected for assessment. Two sites were identified as preferred through a rigorous process of public input gathered from meetings and score cards and approved by the landowner (Tahoe City Public Utility District) for consideration by the mandated CEQA process. The proposed structure is located within less sensitive land classifications but there are pockets of highly sensitive land classification (SEZ) within the site.

Developer Role | Robb Olson of Olson-Olson Ena is the Architect for the project for its client Tahoe Cross Country Ski Education Association under a concession agreement with the Tahoe City Public Utility District to operate Tahoe Cross Country Ski Area. He worked with the client to develop the program of spaces and has been observing how the staff and guests use the current building and what improvements

the new facility can accommodate. As well, numerous public outreach events were conducted.

Financing Sources | The project will be funded with a Capital Fundraising Campaign targeting private and public donations as well as by federal, state, and corporate grants.

Duration of Process / Dates Completed

2015 – Initiated with donation of historic Schilling Lodge

2016 – Architectural Design commenced with intermittent reviews by TCCSEA Board of Directors

2017 – January – March - Public Outreach Workshops – Conducted six separate workshops

2017 – April – Approved by TCPUD to move forward with CEQA process for two alternative sites

Present - The project is currently in the CEQA process with additional public hearings to be conducted.

2019 or 2020 - Projected construction start

2021 or 2022 - Projected completion date

Artspace, non-profit developer of creative spaces, has 46 operating projects across the country. Following is a summary of three projects similar to our proposal.



1. The Tannery: Digital Media and Creative Arts Campus in Santa Cruz, California

Development Cost: \$7 million

A nearly 24,000-square-foot facility consisting of two historic tannery buildings that have been renovated into 28 studio spaces for artists and creative businesses. Studios range from 200 to 3,200 square feet.

The new facility represents Phase 2 of the Tannery project, which began with the construction of the 100-unit Artspace Tannery Lofts, developed by Artspace and completed in 2009. This is Artspace’s first “arts campus,” with a mix of historic buildings and new construction, housing and working studios.

Artspace will be involved as a supportive neighbor for Phase 3, which includes the adaptive reuse of another old tannery building into a Performing Arts Center. The completed complex also provides a new home for the Arts Council of Santa Cruz. The tenants of the Tannery Digital Media and Creative Arts Center represent a broad range of disciplines, including jewelry, ceramics, printmaking, glass making, painting, book arts, dance, a literary magazine and a café.



2. Trinidad Artspace in Trinidad, Colorado

Total Project Cost Estimate: \$14 million

Trinidad Artspace is the demonstration project for Space to Create, a state-led initiative to create affordable workforce housing and workspace in rural Colorado communities. Trinidad Artspace will transform an entire downtown block on Main Street into artist live/work housing, gallery, and flexible community space. The Corazon de Trinidad Creative District, has been instrumental in building momentum for Trinidad Artspace. The District's outreach to the regional arts community led to the huge success of the Artspace Arts Market Survey with 616 respondents.

The full project will combine three historic structures, the Toller, Aiello, and Franch buildings, built between 1882 and 1903. All three structures contribute to the downtown National Historic District. The housing component, the Trinidad Artspace Lofts, will offer 20 unique, affordable live/work apartments for low income artists and their families. Some units will repurpose remnants of the old structures, such as parquet floors and built-ins, while other units will feature a more industrial quality.

A grand entry from the center plaza on Main Street will lead to a flexible space that can hold performance and community events, and will be operated by the City of Trinidad. This community space will also serve residents with gallery, performance, and gathering space.

3. Franklin Arts Center in Brainerd, Minnesota

Development Cost: \$8.4 million

When the Brainerd School District decided to replace Franklin Junior High School, a civic landmark since 1932, a citizens' committee determined that an arts center offered the most potential benefit for the community. Thus was conceived the Franklin Arts Center, a mixed-use facility with 25 live/work apartments for artists and their families; 37,775 square feet of artist studios and space for arts organizations and creative businesses; and 36,247 square feet (two gymnasiums and an auditorium) operated as community space by the School District.

The commercial wing of the project filled almost immediately, transforming the building into a lively community of artists, artisans, studios, arts organizations and arts-friendly businesses. With the completion of the residential wing in late 2008, the Franklin formally entered its new life as an Arts Center and joined Artspace's portfolio as its sixth live/work project in Minnesota.

7.5 Project Approach – Provide a high level summary of the team's project vision and approach, and anticipated timing related to planning, design, approvals, financing, phasing, development, construction and operation. Provide examples of processes employed for other projects in a similar environment. The vision should contain a narrative summary describing the project concept, type of construction/renovations, potential uses and benefit to Tahoe City and the region. □

Vision & approach

Siren Arts, in collaboration with Olson-Olson-Ena, plan to bring a revenue-generating multi-use community space focused on arts and culture to the heart of Tahoe City. Siren Arts will engage Artspace's

Creative Space Consulting Services to provide a Sustainable Facilities Analysis that will ensure the most optimized use of space to accommodate the community needs and generate revenue (See “Addendum, Artspace” for complete scope of work and estimate). Siren Arts will serve as curator of programming and facility rental, bringing outside performances, artists and events to the space to serve the public and generate revenue.

The space could offer workforce housing, artist studio spaces, classrooms, year-round event space and a commercial kitchen as well as vital office space for key non-profit and community-based organizations in the area. All of this to be operationally run by a Siren Arts 501(c)(3) non-profit status entity. Our goal is to build a space “to create and congregate” year-round and around the clock. We envision a flexible multi-use performance space that can seat 250 people. Through the use of retractable seating, this space can open up into a large community space that can house any number of events; year-round farmers’ market, pop-up shops for local makers and businesses, corporate off-sites, community fundraising events, an art gallery and shop, visitor’s center kiosk, traveling performance groups and an artist-in-residence program all under one roof and all generating revenue.

In the design of our proposed facility we aim to create a more welcoming and explorable downtown experience and reinforce mainstreet vitality by connecting visitors and locals alike to Lake Tahoe culture. We envision a building design that encourages the pedestrian experience by enhancing lake connectivity, and optimizes views of Lake Tahoe. Access and pass-through options from street level to lake level will activate the space surrounding Commons Beach and encourage a walkable downtown experience.



Facilities and events that offer opportunities to enjoy North Lake Tahoe outside of the recreation industry offer broader demographic appeal and in turn can increase visitor stays at any time of year. By offering

dynamic programming year-round, our facility will support a sustainable community by creating tourist incentives that are not weather dependent and can help activate the shoulder season economies. As well, the flexible design and multi-use capabilities of our proposal encourage use and engagement from a wide range of public, private and community entities that can appeal to people of all ages and backgrounds.

To align our project with the **Tahoe City Mobility Plan**, our facility will encourage use of public transportation, bike trails and ideally shuttle services from the 64 acres parking area and transportation center during high traffic events. The **Lakeside Trail Alternatives** that will correspond with our proposal are: C1-A, C1-B, C2-A, C2-E, W1-A and W1-B.

Potential model of operation would be formation of a 501(c)(3) non-profit, holding title to the building and in charge of operations and facility management. Through Artspace consultation we will identify revenue streams that will create long term financial sustainability. In addition to public grants, private donations and sponsorships, we will seek to establish an endowment to secure long term financial sustainability. Again, we envision multiple revenue streams that will include memberships, long-term and short-term rental income from the diverse uses of the space (private and public event use, non-profit office space use, studio space use) and commissions of gallery sales and retail sales to create sustainable annual income.

Timing: planning, design, approvals, phasing, development, construction, operation

Securing consulting services with Artspace will begin the first phase of our project, possibly beginning as early as Spring 2018. Phase one will take up to six months. Phase two will be the design process including refinement of building plans to incorporate the Artspace findings. We anticipate that will take six months. Phase three includes the county approvals, permitting, environmental reports and reviews, estimated to take 18 months. Financing and fundraising, taking into account state and federal grant cycles, is estimated to take 18 months although some of this work will be concurrent with permitting and approvals. Phase four, the construction process, will take approximately 30 months. Overall estimated timeline for final improvements to be complete is 4-5 years.

It should be noted that in the short term and as early as Phase 1, while we conduct the permitting and fundraising phases of this project, Siren Arts would like make immediate use of the properties. Short term use will include continued tenancy to North Tahoe Arts, a possible Artist in Residence program along with monthly “pop-up events” to give a sampling to the community of the type of artistic and cultural endeavors the final space could bring to the region.

Financing

Artspace fundraising deliverables will include identifying potential sources of public and private capital along with fundraising strategies for top donor prospects. Local private matching donation has also been cultivated for this project by Siren Arts.

Leveraging one-time county funding addressed below.

A Tahoe City community arts and cultural center at the Firehouse properties site will need partial county funding. We see this being necessary through Phase Three. Upon selection and/or entering into an Exclusive Right to Negotiate Agreement with Placer County we would like to explore items in need of funding. Potential items for county investment and cooperation could include:

- 1) Funding up to \$60,500 for feasibility study and consulting services by Artspace
- 2) Demolition costs of existing buildings (including removal of hazardous materials)
- 3) Start up funding to begin capital campaign
- 4) Long term land lease at little to no-cost

- 5) Possible immediate funding of ADA compliance and hazardous waste removal and/or management to facilitate immediate short-term lease options.
- 6) Contribution to building construction

Overall, we see county funding being necessary through phase three of our project outline. There is potential for long term cooperation within the long term lease agreements and maintenance contracts. We believe a combination of public and private funding will be necessary to create and maintain a facility with a use true to the original congressional Grant Deed Act designating the use of what is known as the Commons Beach Parcel as “for the people of Tahoe City.” In this regard, county investment and involvement will be necessary to begin this project. With the findings of the feasibility study, consulting services and fundraising matrix we intend to refine the project plan to align with financial sustainability goals.

Examples of similar projects

North Lake Tahoe, an unincorporated area of Placer County is a very unique community. Most comparable community arts and cultural centers are located within incorporated cities or towns and are funded, built and operated by the towns in which they exist. Furthermore, these projects are not subject to the unique environmental parameters of construction projects in the Tahoe Basin and the additional scrutiny involving TRPA-designated lake shore zones. For this reason we can only compare scale and/or operating models of projects in other communities. Comparisons of funding, construction and long-term operations may not apply. Following are four examples of similar projects in operations and facilities.



Firehouse Arts Center

444 Railroad Avenue, Pleasanton CA 94566
www.firehousearts.org

A 20,000 sf. cultural arts center featuring a 221-seat theater, a 2,000 sf. fine art gallery, an 1,800 sf. classroom space, and an hourglass-shaped grand lobby that links Downtown Pleasanton to the facility’s 3,000 sf. Parkside patio and adjacent Lions Wayside Park. Owned and operated by the city of Pleasanton, the center’s sister organization, Pleasanton Arts Foundation, raised funds to bring the facility to life. The center is also endowed.

McKinley Arts Center

925 Riverside Drive, Reno NV 89503
www.reno.gov (Located in Parks & Recreation Department Facilities)

Owned and operated by the City of Reno. Adapted historic building hosting two gallery spaces, arts and

crafts workshops, the City of Reno Cultural Affairs Division, and rental office space for local non-profit arts organizations. An auditorium and boardroom are available for rental by tenants and outside cultural groups for rehearsals and performances.

Churchill Arts Council at Oats Park Art Center

151 East Park Street, Fallon NV 89407

www.churchillarts.org

Churchill Arts Council owns and operates the Oats Park Art Center, a renovated historic elementary school. The renovated building hosts a theater, boardroom, permanent art collection, gallery spaces, two gallery spaces dedicated to rotating exhibits, shop, bar/concessions, commercial kitchen and indoor/outdoor event space accommodating up to 250 people. Funding is provided through state and federal grants, private donors, membership programs and revenue-generating facility rentals and programming.



Hudson Opera House

327 Warren Street, Hudson, NY 12534

www.hudsonhall.org

Hudson's town opera house, originally built in 1855, is the oldest in New York State. Recently, the town of Hudson saw the arrival of young artists who were being pushed out of Manhattan and Brooklyn. Soon, the town saw money was coming to town as a result of cultural tourism. Thus inspired, the town of Hudson completely renovated this historic Opera House which now offers a year-round schedule of arts and cultural programming. Hudson Hall hosts performances, gallery exhibits, after-school programs, weddings, music concerts and more. Ongoing programs include concerts, readings, lectures, exhibitions, theater and dance presentations, after-school programs, workshops, classes, and large-scale community arts events. The \$8.5 million renovation project was funded through a series of statewide initiatives and grants, \$3 million from the U.S. Department of Agriculture Community Facilities Loan Program and through investments from members of the Hudson Opera House Board of Directors and private sponsors.

Type of construction, potential uses

To maximize the old firehouse property to the highest and best use, Siren Arts proposes a project of entirely new construction that will provide flexible space allowing a variety of uses depending on time of year/day. The proposed facility could house a variety of uses that can take place year-round at any time

of day. Facility recommendations from the **Feasibility Study and Business Planning for New Cultural Facilities in Truckee-North Lake Tahoe** that was completed in 2009 outlined specific needs for the following in Tahoe City:

- 15,000 square foot Community Arts Center
- 200-seat flexible performance space with an enclosed stage and backstage areas.
- 75-person capacity multipurpose room for smaller performances, rehearsals, meetings and special events.
- A gallery space that can also host meetings, programs and special events.
- Two classrooms.
- A concession area/cafe in the public space.
- Ten studios for working artists, each with space for them to create and sell their work.
- A co-op gallery/retail space for the exhibit and sale of work.

Additional potential facility components may include but are not limited to:

- Office space for local non-profits and/or other community organizations
- Gallery space for art, science, historical and educational exhibitions
- Visitor center kiosk and box office
- Commercial kitchen to complement event rental and host culinary arts programming
- Workforce housing and/or live work artist space
- Storage for Commons Beach events equipment
- Storage for beach side recreational rentals

We propose an exploration of a facility at the Tahoe City Firehouse Properties location that can house all these components. We would like to benefit from the vast experience of Artspace to help guide us toward ideas that will be feasible for our community and financially sustainable in the long run. If we find that a facility of this scale is not feasible, we would shift our planning to engage a project that will deliver on a smaller scale the same type of mission and programming for Tahoe City.

Benefits to Tahoe City and region

It's no secret that cultural tourism programming is big business. **Americans for the Arts** fifth economic impact study, Economic Prosperity 5 (AEP5), analyzes the nation's nonprofit arts cultural organizations and their audiences. By every measure, the results are impressive. Nationally generated \$166.3 billion of economic activity in 2015—\$63.8 billion in spending by arts and cultural organizations and an additional \$102.5 billion in event-related expenditures by their audiences. This activity supported 4.6 million jobs and generated \$27.5 billion in revenue to local, state, and federal governments (a yield well beyond their collective \$5 billion in arts allocations). AEP5 is the most comprehensive study of its kind ever conducted. regions representing all 50 states and the District of Columbia. Data was gathered from 14,439 organizations and 212,691 audience spending surveys and our project economist customized input-output models for each and every study region to ensure reliable and actionable localized results. Placer County has identified investments of this nature as priorities in the Tourism Master Plans of 2015 and 2004 as well as in the Feasibility Study and Business Planning for New Cultural Facilities in Truckee-North Lake in 2009.

Investment in facilities and amenities that support arts and culture was identified in the **2015 Tourism Master Plan** as a Tier Two Priority with planning, feasibility and development costs estimated to range from \$500,000-\$2,000,000 with a long-term goal outlined to assist with promotion of the arts, culture and history facilities as key assets for North Lake Tahoe.

An identified action item in the 2015 plan was to, “Develop facilities to provide North Lake Tahoe with greater flexibility to implement special events designed to attract target segments, as well as provide the local community with opportunities for local community events.”

It was also cited that, “Approximately 5% of visitors travel to North Lake Tahoe primarily for a special event or festival. Even more are likely to attend an event as part of their trip, 41% of respondents identified having attended events in 2012 and 2014.” Some identified focus areas and goals in the 2015 Tourism Master Plan as they relate to visitor activities and facilities that are aligned with Siren Art’s mission are to:

- 1) Create, maintain and support great amenities, fun things to do and quality places to stay so target audiences want to come here from around the nation and around the world
- 2) Investment in North Lake Tahoe’s arts, culture and historic amenities, including visual and performing arts venues, heritage facilities, interpretive centers and public art.
- 3) Investment in multi-use, large group venues and gathering spaces near Lake Tahoe.

The **2004 Tourism Master Plan** identified that “a single, shared location for [arts and cultural] events and performances would provide a community and visitor benefit. It would help underscore the cultural and arts attractions of the area which is something that many visitors look for in a resort destination. It would help enrich the lives of community residents.”

The **2009 Feasibility Study and Business Planning for New Cultural Facilities Truckee/North Lake Tahoe** cited that, “There is a clear need for community-oriented cultural programming...New cultural facilities have potential to further improve an already high quality of life, attracting and enhancing workforce and productivity of existing businesses, supporting community development and also serving as an important economic driver...[The] North Lake Tahoe Region has a good propensity and capacity to support additional cultural activity. Existing venues limit the quality and quantity of cultural activity, stifling the establishment and growth of local arts organizations.

Visual artists in the community have insufficient workspace, exhibition, gallery and studio space. There is a strong need for adequate workspace as well as sufficient retail and exhibition space. There is also notable demand from area arts groups for localized cultural facilities, including a small to mid-sized high quality performance space. (708 potential uses for a performance venue of up to 300-seats) A Visual Arts Center would establish a cultural, creative identity, connect local working artists, employ professional artists, reduce the trend of artists leaving the region and more.”

There has been some momentum with the identified goals of these plans, but none to date in Tahoe City specifically. We believe our mission is alignment with these studies. We do not intend to create a facility that will compete with existing businesses but will in fact be complementary to the services they already provide. For example, we know from a study in Reno, that performance or event attendees in turn spent an additional \$30 per person at surrounding local businesses. We expect the same for Tahoe City. Samir Tuma of the Tahoe City Lodge project stated, “The ski resorts bring people to the region for a few days, but a concept like this is going to make them stay an extra day.”

We see economic return to the county and community being driven by the dynamic programming and events housed in our proposed facility. A local driver for cultural tourism will create an increase in TOT dollars and sales tax. Additional economic return to the community will be in the form of additional spending by attendees of said events and programming. Creating dynamic activities and tourist incentives that are not dependent on the weather will boost economic vitality not only in peak seasons but also in the

shoulder seasons. As well, a facility of this nature will create increased resources for existing local businesses, community groups, non-profit organizations, and residents.

7.6 Financial Reference – Provide a summary of the potential developer/development entity’s capability to source the capital necessary to successfully fund and/or finance the proposed project concept. This information can be included in a separate envelope marked “Confidential Financial Information.” Additionally, provide a description of the anticipated financing structure to be employed to finance the proposed project. Provide specific examples to support proof of the ability to fund a project on this site.

This project would be a combination of private and public investment through one-time Placer County funding, grants, private donations and ultimately a secured endowment. We have secured private matching donor interest for an undisclosed amount at this time..

The consultation services as provided by Artspace will provide us with a fundraising matrix program along with strategic connections with key donors. Offering naming rights for larger components of the building is proven and viable donation strategy for arts facilities of this nature. Accordingly, we intend to heavily focus on attracting “named” donors. Tahoe is home to more than the locals that live here fulltime, and we plan to start leveraging affluent individuals and companies immediately if we are the RFI/RFP selectee.

7.7 References – Provide an accurate list of no less than three financial/lending references (name, title, entity, telephone number and contractual relationship to respondent) that may be contacted with respect to current and past project experience. □

[REDACTED]

As part of the scope of consulting services to be provided by Artspace, a fundraising matrix will be created as a deliverable.

7.8 Litigation History with Public Agencies – Provide information regarding any litigation with public agencies or bankruptcy for any individual or collective member of the development team within the past 10 years. □

There is no history of litigation with public agencies or bankruptcy for any individual or collective member of the respondent team within the last 10 years.

7.9 Lease Terms – The County is looking to lease the TCFP on a long-term basis. Provide proposed terms of the lease including the following:

Should Siren Arts be an RFI or RFP selectee or enter into an Exclusive Right to Negotiate Agreement with Placer County the proposed lease terms outlined below are to be considered suggestions and are potentially open for negotiation:

- a. **Uses** | Siren Art’s vision for the Firehouse Properties is in direct accordance with uses designated within Placer County Minor Use and Conditional Use Permit allowances. A facility of this nature also fulfills the use requirements designated by the congressional Grant Deed Act for this property to be designated “for the people of Tahoe City” and in this way perpetuates and

preserves the historic use of the land.

- b. **Property/Premises** | Current buildings described as the Tahoe City Firehouse Properties are sited for demolition in our proposal. Parameters of buildable site are yet to be determined as several options are sited in the Tahoe City Mobility Plan and no one specific building site has been determined at this time. Because the land to be developed is owned by Placer County, a land lease agreement will need to be structured. Proposed real property to be newly constructed could be owned by facility's operating non-profit organization.
- c. **Lease Term/Duration and Options** | Potential lease terms and options may include but are not limited to a nominal to zero rent, possibly in the amount of \$1 per year, for long-term lease agreement of 50-99 years. Possible option for county to assume ownership of real property at term of lease.
- d. **Consideration/Rental Structure/Rent Commencement** | Considerations for tax exemption to be determined. Possible rental structure could be that rental amount designated at nominal amount may be paid for up front for term of lease. Long-term lease agreement rental collection will commence at time final improvements are complete.
- e. **Feasibility/Due Diligence Period** | Consulting services for feasibility study are estimated to take up to six months to complete. Permitting and planning timeline is yet to be determined. Potential to enter into short-term lease agreement for the Tahoe City Firehouse Properties during this period is open for negotiation.
- f. **Improvements to be made to building(s), site, etc./schedule for receipt of approvals/permitting and completion of improvements** | Potential items for Placer County to participate in cooperatively and/or financially are construction permitting, demolition of existing buildings, cost of immediate ADA compliance and hazardous materials removal to help facilitate immediate short-term lease options, and contribution to new building construction.
- g. **Maintenance Obligations** | Upon completion of final improvements we intend to assume all building maintenance obligations, until that time we would like to negotiate a cooperative model of maintenance obligations with Placer County.
- h. **Other key lease terms** | There is potential to enter into a short-term lease agreement to take immediate possession of existing Tahoe City Firehouse Properties and for Siren Arts to act as landlord of said properties. Considerations of this lease may include but are not limited to determining roles of owner in regards to solving existing issues with plumbing, heating, electricity, ADA compliance, existing hazardous materials, etc.