

THE FOUNDATION FOR THE READING PAGODA

Request for Proposals

Pagoda Manager

Issued on September 1, 2017

Submittal Deadline: October 4, 2017 at 4:45 PM.

Submit 2 Copies of Proposal Package to:

Pagoda Foundation
c/o Shannon Rossman
Berks County Services Center, 14th Floor
633 Court Street
Reading PA 19601

Point of Contact for RFP:

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Exhibits:

- Exhibit A: Memorandum of Understanding between the City of Reading and the Foundation for the Reading Pagoda
- Exhibit B: By-Laws of The Foundation for the Reading Pagoda
- Exhibit C: General Description of Pagoda floor set-up
- Exhibit D: Inventory of Equipment
- Exhibit E: Articles of Incorporation – Non-Profit

REQUEST FOR PROPOSALS

PAGODA MANAGER

1. Introduction:

The Foundation for the Reading Pagoda (“Pagoda Foundation”), a 501©3 Not-For-Profit, is seeking the services of a qualified firm or individual entity to manage, maintain and operate the iconic Pagoda. The Pagoda is owned by the City of Reading and overseen by the Pagoda Foundation. The Pagoda Foundation was established to assist in the preservation, enhancement, and maximum community utilization of the Reading Pagoda, see the Memorandum of Understanding with the City of Reading Exhibit A. The Pagoda Foundation Board has twelve (12) appointed un-paid members, see By-Laws Exhibit B.

2. Procurement Regulations:

The Pagoda Foundation is entrusted by the City of Reading to oversee all events, daily use, and programming at the Pagoda. See Exhibit A.

3. General Description:

History of the Pagoda: The Pagoda was originally built as a luxury hotel in 1908, adjacent to a stone quarry because of protests from City residents, by William Abbot Witman Sr. Unfortunately, the hotel did not receive approval for its liquor license and the “resort” never materialized. The building and lands were taken over by a local bank. In 1910 Jonathan Mould, a prominent businessman, bought the building and ten acres and then resold the Pagoda and land to the City of Reading for one dollar.

The Pagoda sits atop Mt. Penn overlooking the City. It is seven stories tall with thick tapering concrete walls at its base and each of its five tapered roof lines is covered in red terra cotta tile shingles. The interior walls are of concrete plaster and the flooring is concrete. Prior to regular radio broadcasting, lights flashed as signals from the Pagoda for use in notifying firemen and later for various announcements. In 2008-2009 the Pagoda underwent restoration and the fluorescent lighting was replaced with led lights. The Pagoda still announces to children around the area when Santa has arrived in Berks County on Christmas Eve by flashing its lights. A general description of the building and floor layout is found in Exhibit C. The building is not ADA accessible.

Current Pagoda Operations: The Pagoda currently is opened limited hours dependent upon weather conditions. June -August: Thurs. 2-6 PM; Fri., Sat. & Sun. 12-6 PM; remaining months are 12-5 PM and for special events. There is a café located on the first floor that is operated by the Pagoda Manager. Events, café, rentals, programming and on-site operations are managed by the Pagoda Manager, with oversight by the Pagoda Foundation Board.

Pagoda-Skyline, Inc.: The Pagoda-Skyline Inc. is a non-profit, citizen volunteer organization dedicated to the restoration and preservation of the Pagoda, the Fire Tower and the Skyline Drive area. Pagoda-Skyline operates a gift shop on the second floor of the Pagoda that raises money for these efforts. The Pagoda-Skyline donates a portion of their profits from

the gift shop to the Pagoda Foundation. The gift shop is operated entirely by volunteers and the hours coincide with the Café.

4. Qualifications:

The Pagoda Foundation is looking for a firm or individual that has some or all of the following qualifications.

- a. Demonstrated experience in the operations of a 501(c)3 organization.
- b. Demonstrated experience with managing a public/non-profit building, historical or other similar facility.
- c. Demonstrated experience with managing capital and operating budgets.
- d. Demonstrated experience with generating income through: facility rentals, gift shop/on-line sales, café operations, and special events.
- e. Demonstrated experience with special events that may require multi-departmental, multi-municipal and/or permitting.
- f. Demonstrated experience with public relations, advertising through various media, promotions and creative marketing.
- g. Demonstrated experience in working with limited supervision.
- h. Demonstrated experience in meeting deadlines.
- i. Demonstrated experience in problem solving and coordinating with volunteers.

5. Operations:

- a. The Pagoda Manager will be required to attend meetings with the Pagoda Foundation Board. These meetings are generally held once per month, with additional meetings as necessary.
- b. The Pagoda Manager will report directly to the Chair of the Pagoda Foundation.
- c. The Pagoda Foundation Board intends to increase the hours that the Pagoda is open to the public, see Section 3 for the current hours of operation.
- d. The Pagoda Manager is expected to increase the profitability of the Pagoda through proposed additional events, special events, café improvements, improved rentals, or other creative funding methods. As per Exhibit A, the goal of the City of Reading and the Pagoda Foundation is for the Pagoda to, “within a reasonable time schedule”, become self-sufficient.
- e. The Pagoda Manager will be required to obtain and keep current ServSafe Certification.
- f. The Pagoda Manager handles all stocking of supplies for the café.
- g. The Pagoda Manager or a member of the Pagoda Management team is expected to be on site during all operating hours of the Pagoda. At least one person from a list of qualified person(s), as approved by the Board of the Foundation for the Reading Pagoda, must be on site to handle emergencies during operating hours.

6. Content of Proposal

The proposal package must contain the following items:

- a. Compensation requirements
- b. Resume
- c. Three (3) professional references with contact data, phone, address, email.
- d. Documentation that verifies the qualifications the candidate/entity meets from Section 4 of the RFP.

7. Method for Pagoda Manager Selection:

- a. Technical Evaluation: The RFPs will be ranked using a point system based upon the Qualifications and Content of Proposal, listed above, along with the candidates/entities compensation proposal.
- b. Interviews: The Pagoda Foundation will interview the top three candidates/entities.
- c. Final Interview: The Pagoda Foundation will rank the top three candidates/entities and inform the top ranked candidate to appear before the board for a final in depth interview. Based on that interview, including background checks, the successful candidate/entity will be invited to enter in a yearly contract, with a six month initial probationary period.

8. Filing of Proposals and Deadline for Receipt of Proposals:

RFP Pre-submittal Meeting: An RFP pre-submittal meeting will be held at the Pagoda, 98 Duryea Drive, Reading PA, on **September 20, 2017**, at **11 AM**, so that applicants may ask questions and tour the facilities. Candidates/entities are highly encouraged to attend the pre-submittal meeting.

9. Reservation of Rights:

The Pagoda Foundation reserves the right to reject any and all submissions.

Prior to the signing of any contract, the Pagoda Foundation reserves the right to run the following reports: Background Check, Driver License Record, Credit Check and Drug Test.

10. Contract:

The successful candidate/entity will receive a one year contract. The contract will have a sixty (60) day notification requirement for either termination by the Pagoda Foundation or resignation by the candidate/entity. This is a contract position and does not receive any workman's compensation, payment of insurance, or withdrawal of any taxes. The candidate/entity will receive a 1099 Form for any payments made during the contract year.

It is anticipated that the candidate/entity will receive compensation on a monthly basis.

The Pagoda Foundation reserves the right to void the Contract for just cause.

11. Insurance:

The successful candidate/entity will be required to carry insurance that sufficiently covers themselves, any employees they hire and their activities along with a hold harmless clause for the Pagoda Foundation. The certificate of insurance must be filed with the Pagoda Foundation yearly with each new contract.

12. Invoicing:

The candidate/entity will be required to submit, on a weekly basis to the Pagoda Foundation Treasurer, the following:

- a. Receipts for allowable reimbursements/expenses
- b. All moneys collected from the café
- c. All moneys collected from the donation jar (to be accounted for separate from the café funds).
- d. All moneys/checks collected from rentals (to be accounted for separate from the café and donation jar).
- e. Any other funds collected from additional events/programming (to be accounted for separate from any other collections).

The candidate/entity will be required to submit monthly inventory accounting.

13. Understanding the position of Pagoda Manager:

- a. The Pagoda is usually the first place a visitor sees during a trip to Reading. The Pagoda Manager and all volunteers are expected to treat every visitor with warmth and respect by welcoming them to the Pagoda, and to be prepared to answer questions about the building, its history and information about the surrounding area.
- b. The building and surroundings are to be "policed" for trash prior to opening the Pagoda every day. This includes the "flag island", restroom facilities, and observation levels in the building and surrounding.
- c. Emergency and Security standard operating procedures shall be prominently displayed and observed. These will be updated from time to time jointly with the Pagoda Manager and the Pagoda Foundation.
- d. The Pagoda Manager is expected to coordinate with volunteer groups for regular area cleanups, to work closely with the city of Reading Public Works Department, Police and Fire and other city agencies.
- e. The Pagoda Manager will keep a daily log of issues regarding maintenance problems and resolution, security issues, and visitor feedback.
- f. The Pagoda website is meant to represent our public face....with up to date information on the Pagoda and events. The website is owned by the Pagoda Foundation and updates will be proposed by the Pagoda Manager and approved by the Pagoda Foundation. The Pagoda Manager is expected to follow fiscal reporting procedures establish by the strict adherence to policies related to: building rentals, communications with rental individual on terms of renting, security, safety, fire protection, emergency procedures, et al.
- g. Flag and flagpole: Flag wear shall be monitored regularly, and replacement flags installed in cooperation with donor organizations and public works staff.

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