



CITY OF SANTEE

MAYOR
John W. Minto

CITY COUNCIL
Ronn Hall
Stephen Houlahan
Brian W. Jones
Rob McNelis

TO: Mayor and Council Members
Marlene Best, City Manager
Shawn Hagerty, City Attorney

FROM: Patsy Bell, CMC, City Clerk *PB*

DATE: October 24, 2017

SUBJ: **October 25, 2017 COUNCIL MEETING AGENDA PACKET**

5(B) City Council selection of a multiplex theater developer/operator.

Recommendation:

Receive presentation from the Theater RFP Evaluation Panel and provide direction to staff regarding the City Council's selection of a theater developer/operator firm and authorize the City Manager and City Attorney to negotiate and execute an Exclusive Negotiation Agreement with the selected theater developer/operator.

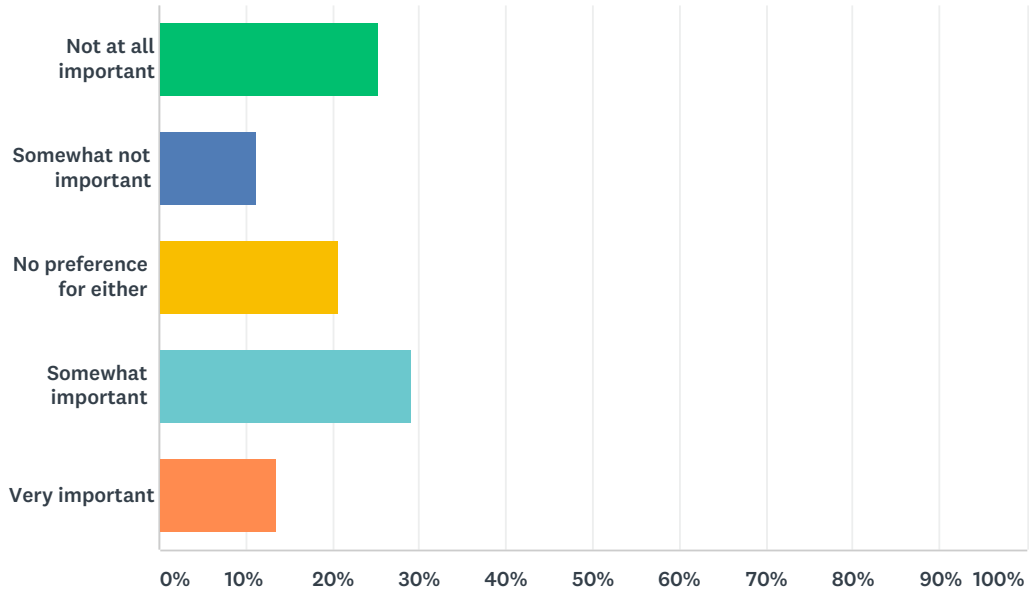
Staff conducted a community survey on theater preferences, which was posted on the City website from Monday, October 16th through Monday, October 23rd. A total of 2,398 surveys were completed. Those results have now been tabulated and are provided to Council for their consideration of this item. Also attached, please find a comparison chart of amenities for the two finalist theater proposals.

The Theater RFP Evaluation Panel and Council Subcommittee will meet Wednesday, October 25th in the afternoon to finalize a recommendation that will be presented to Council that evening at the City Council meeting.

cc: Pamela White, Economic Development Manager
Media Packet
Public Review Binders (2)

Q1 How important to you is food service at your theater seat?

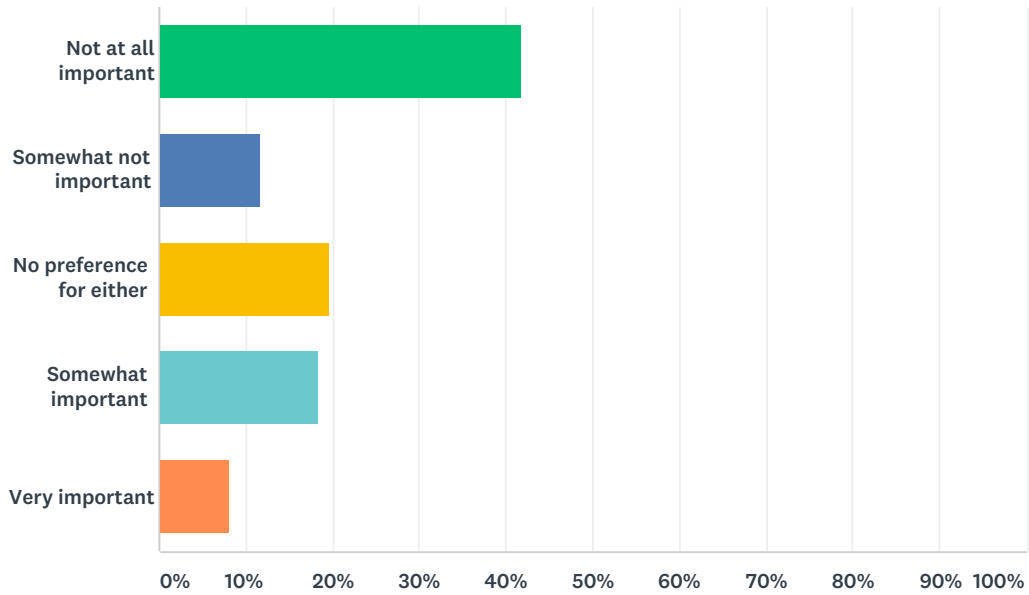
Answered: 2,394 Skipped: 4



ANSWER CHOICES	RESPONSES	
Not at all important	25.40%	608
Somewhat not important	11.36%	272
No preference for either	20.68%	495
Somewhat important	29.03%	695
Very important	13.53%	324
TOTAL		2,394

Q2 How important is it to be able to order or get food delivered from a server at your theater seat throughout the movie?

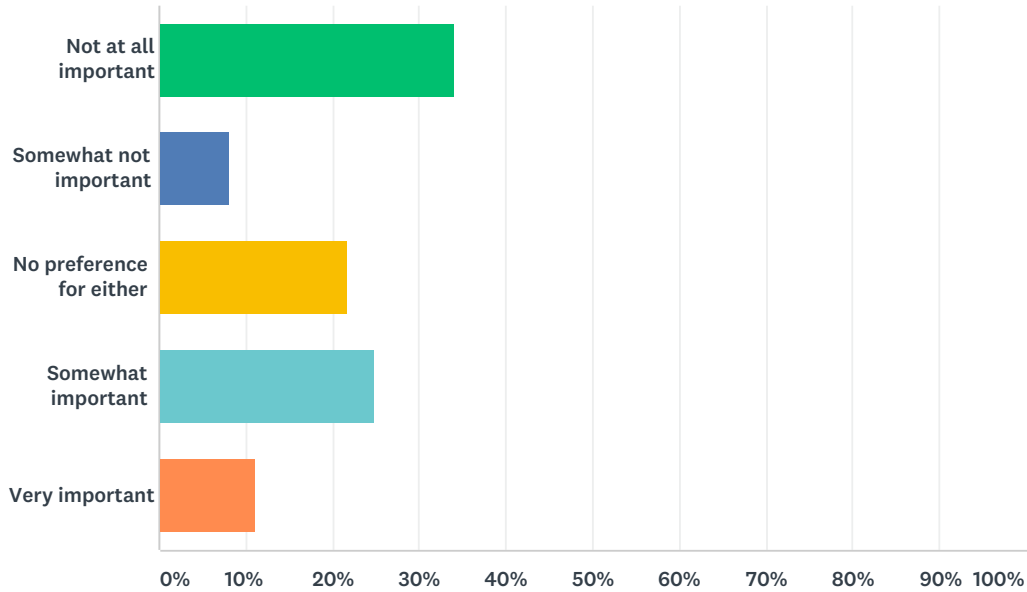
Answered: 2,394 Skipped: 4



ANSWER CHOICES	RESPONSES	
Not at all important	41.94%	1,004
Somewhat not important	11.78%	282
No preference for either	19.67%	471
Somewhat important	18.50%	443
Very important	8.10%	194
TOTAL		2,394

Q3 Conversely, how important is it to you to pre-order food for delivery to your seat before the movie, rather than having food service throughout the movie?

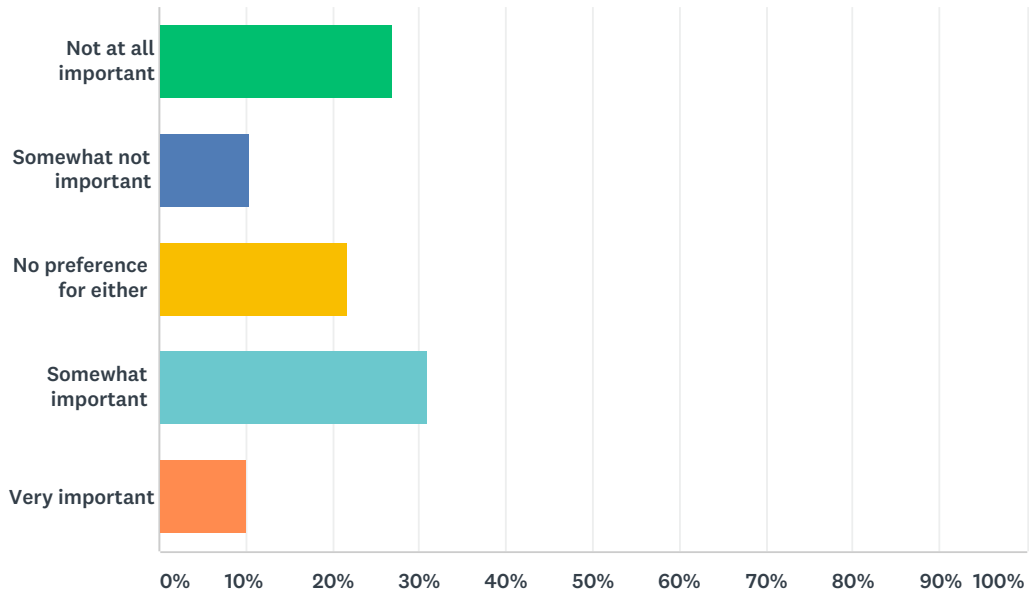
Answered: 2,386 Skipped: 12



ANSWER CHOICES	RESPONSES	
Not at all important	34.20%	816
Somewhat not important	8.09%	193
No preference for either	21.84%	521
Somewhat important	24.81%	592
Very important	11.06%	264
TOTAL		2,386

Q4 How important is it to have a casual dining restaurant area with seating within the theater lobby for dining before the movie?

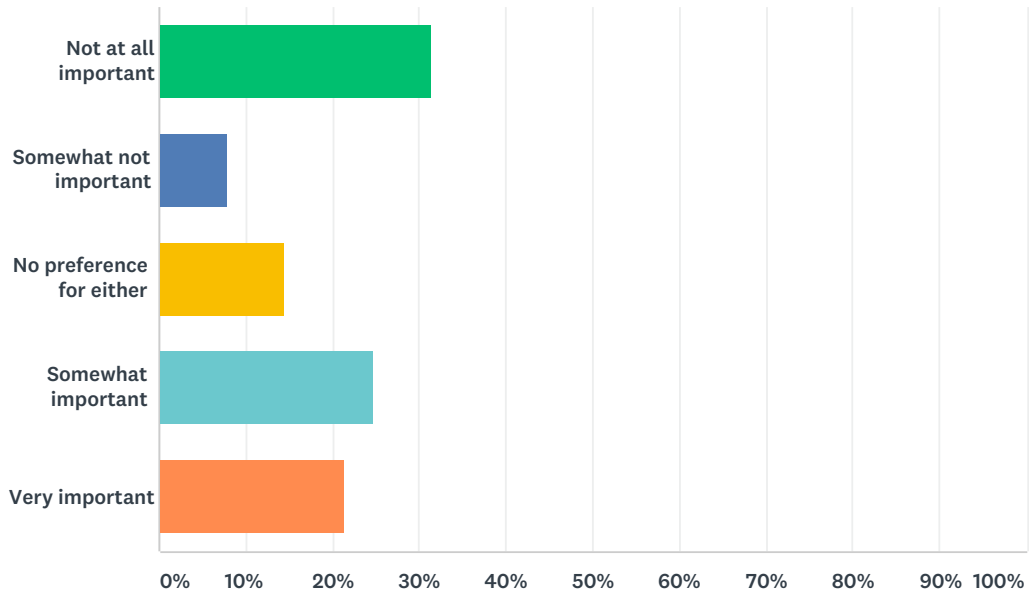
Answered: 2,394 Skipped: 4



ANSWER CHOICES	RESPONSES	
Not at all important	26.90%	644
Somewhat not important	10.36%	248
No preference for either	21.72%	520
Somewhat important	30.95%	741
Very important	10.07%	241
TOTAL		2,394

Q5 How important is it to have a full bar and lounge area in the theater lobby?

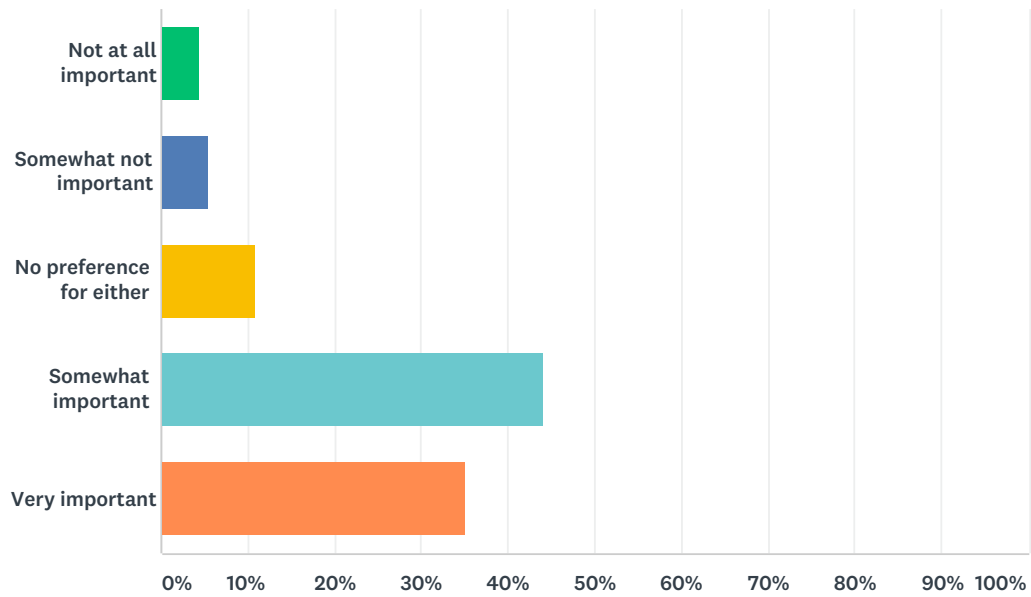
Answered: 2,394 Skipped: 4



ANSWER CHOICES	RESPONSES
Not at all important	31.41% 752
Somewhat not important	7.89% 189
No preference for either	14.54% 348
Somewhat important	24.77% 593
Very important	21.39% 512
TOTAL	2,394

Q6 How important is it to have an expanded walk-up concession area in the theater lobby?

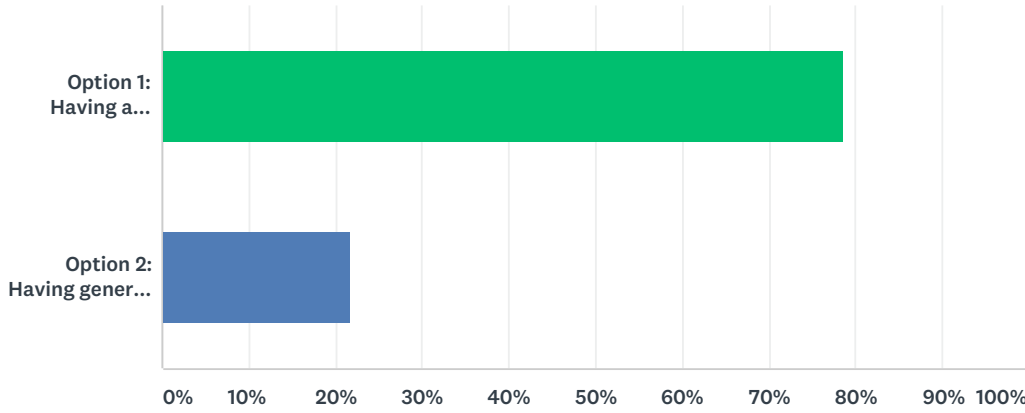
Answered: 2,395 Skipped: 3



ANSWER CHOICES	RESPONSES	
Not at all important	4.34%	104
Somewhat not important	5.34%	128
No preference for either	10.94%	262
Somewhat important	44.22%	1,059
Very important	35.16%	842
TOTAL		2,395

Q7 Which option would be most important to you? [Check only one]

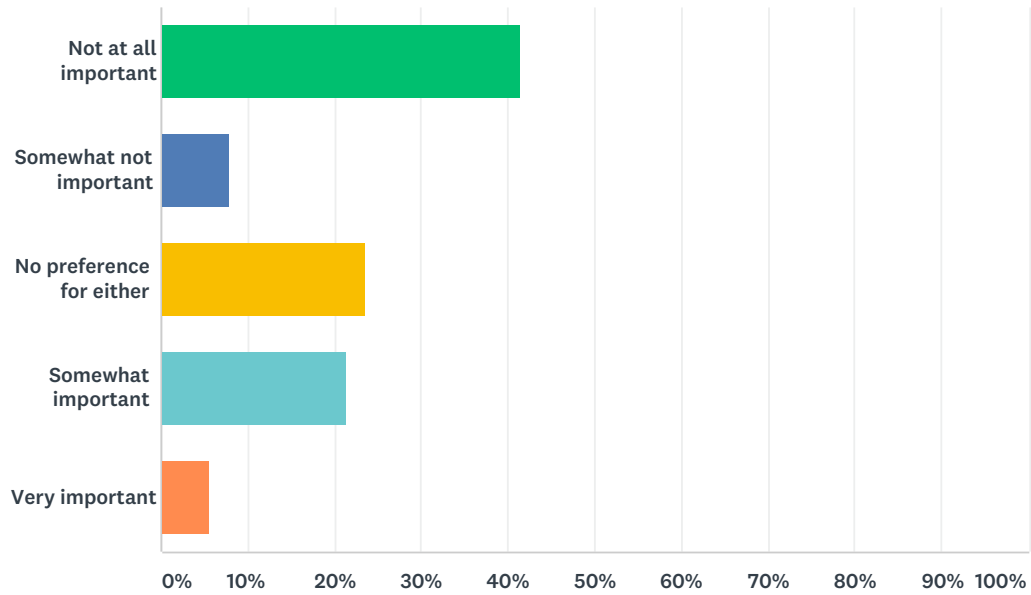
Answered: 2,392 Skipped: 6



ANSWER CHOICES	RESPONSES
Option 1: Having a walk-up concession area in the lobby with an expanded selection of items? OR	78.60% 1,880
Option 2: Having general concession food items that could only be ordered from a menu, and delivered to your seat throughout the movie?	21.74% 520
Total Respondents: 2,392	

Q8 How important is name recognition of the theater chain?

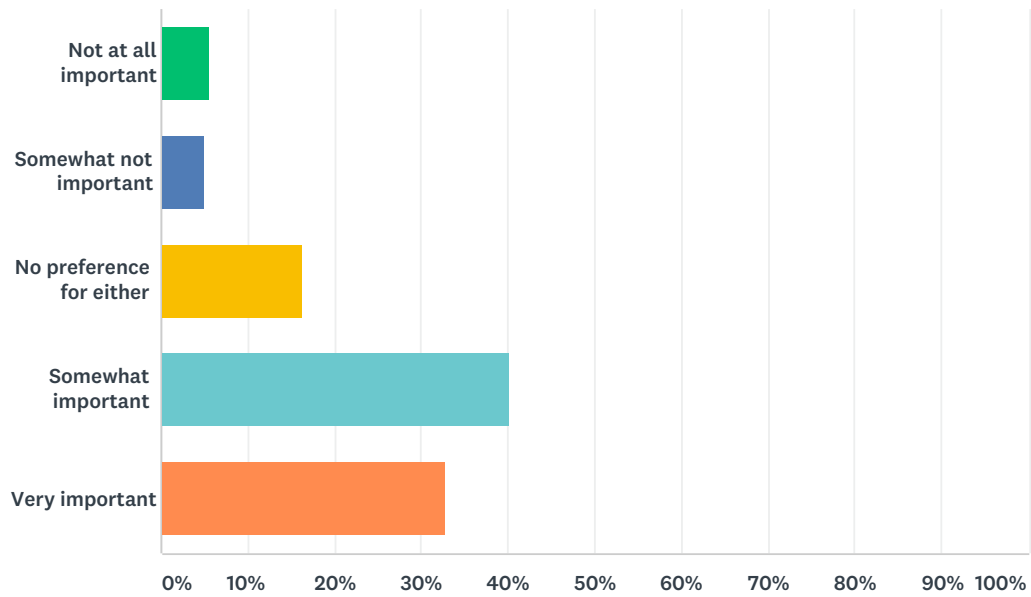
Answered: 2,395 Skipped: 3



ANSWER CHOICES	RESPONSES	
Not at all important	41.42%	992
Somewhat not important	8.02%	192
No preference for either	23.72%	568
Somewhat important	21.29%	510
Very important	5.55%	133
TOTAL		2,395

Q9 How important is it for the theater to include an enhanced large screen auditorium?

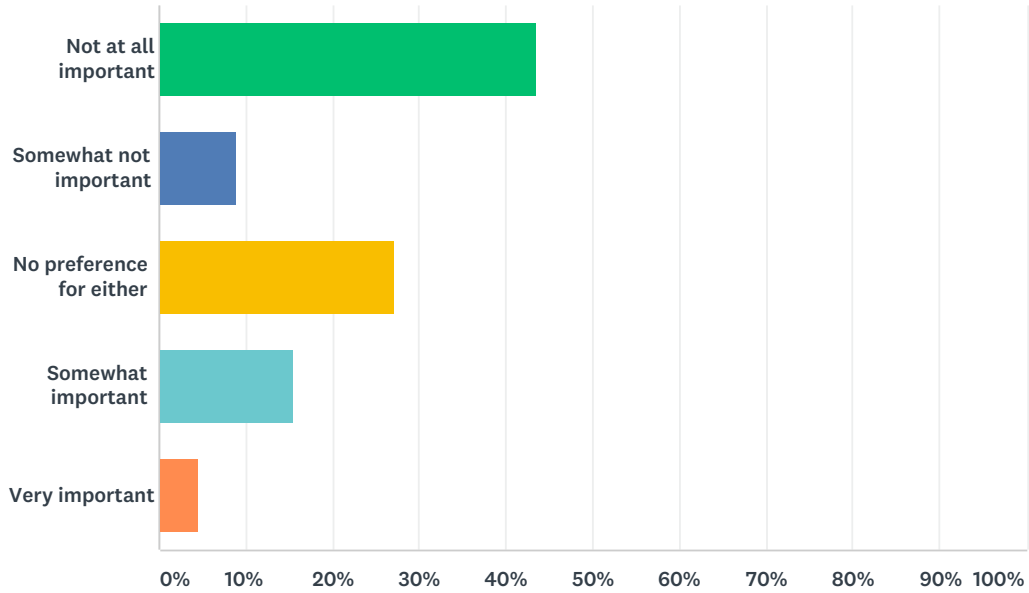
Answered: 2,392 Skipped: 6



ANSWER CHOICES	RESPONSES	
Not at all important	5.56%	133
Somewhat not important	5.06%	121
No preference for either	16.30%	390
Somewhat important	40.26%	963
Very important	32.82%	785
TOTAL		2,392

Q10 How important is it for the theater to have party/event rooms?

Answered: 2,395 Skipped: 3



ANSWER CHOICES	RESPONSES	
Not at all important	43.55%	1,043
Somewhat not important	9.02%	216
No preference for either	27.27%	653
Somewhat important	15.57%	373
Very important	4.59%	110
TOTAL		2,395

COMPARISON OF THEATER PROPOSALS

<i>FEATURE</i>	<i>STUDIO MOVIE GRILL</i>	<i>CINEMARK</i>
Theater seats	<ul style="list-style-type: none"> • lounge recliners with footrests • tray tables for food • manual seat controls • call button for service 	<ul style="list-style-type: none"> • lounge recliners with footrests • tray tables for food • electronic seat controls • center armrest pulls up/2 seats
Lobby area	<ul style="list-style-type: none"> • Reserved ticketing kiosks • Full bar and lounge seating • Guest services desk 	<ul style="list-style-type: none"> • Reserved ticketing kiosks • Full bar and lounge seating • Guest services desk
Food service	<ul style="list-style-type: none"> • Food service directly to theater seat throughout movie • Patrons asked to come 20 min. before the movie to order 	<ul style="list-style-type: none"> • Food delivered to theater seat only at the beginning • Patrons asked to order/pay before the movie
Food Menu	<ul style="list-style-type: none"> • Expanded menu of casual dining & proprietary menu selections 	<ul style="list-style-type: none"> • Menu of casual dining selections
Bar Menu	<ul style="list-style-type: none"> • Full menu of mixed cocktails/beer /wine (well spirits) 	<ul style="list-style-type: none"> • Full menu of mixed cocktails/beer /wine (notable spirits/wines)
Concessions in lobby	<ul style="list-style-type: none"> • No separate concessions area in lobby 	<ul style="list-style-type: none"> • Large concessions area with expanded selection, candy bins, ice cream, Starbucks, craft beer
Concession food on menu	<ul style="list-style-type: none"> • Limited number of concession items available from menu 	<ul style="list-style-type: none"> • Limited number of concession items available from menu
Auditoriums	<ul style="list-style-type: none"> • 9-12 auditoriums ranging from 43-198 seats 	<ul style="list-style-type: none"> • 9-12 auditoriums ranging from 70-200 seats • Large format XD auditorium with 70-foot screen and 60 speakers
Auditoriums for multi-purpose use	<ul style="list-style-type: none"> • Auditoriums can be adapted for multi-purposes & presentations • Current examples of special event/community use 	<ul style="list-style-type: none"> • Auditoriums can be adapted for multi-purposes & presentations • Current examples of special event/community use • Performing Arts (Opera/Ballet) digital screening at various theaters
Kitchen	<ul style="list-style-type: none"> • Full kitchen capable of serving every seat in the theater 	<ul style="list-style-type: none"> • Full kitchen capable of serving every seat in the theater
Restaurant area	<ul style="list-style-type: none"> • Separate restaurant seating area in the lobby 	<ul style="list-style-type: none"> • Limited restaurant seating in lounge area in the lobby
Patio Seating	<ul style="list-style-type: none"> • Included in prototype design 	<ul style="list-style-type: none"> • Willing to incorporate patio
Interior Design	<ul style="list-style-type: none"> • Prototype design is standard; “black box” theater concept 	<ul style="list-style-type: none"> • Range of choices in interior designs
Exterior Design	<ul style="list-style-type: none"> • Prototype design and signature “blue wall” is standard • Some flexibility on exterior, but must incorporate “blue wall” 	<ul style="list-style-type: none"> • Range of choices in exterior designs and customized architectural features

FEATURE	STUDIO MOVIE GRILL	CINEMARK
Other design features	<ul style="list-style-type: none"> • POS stations outside each auditorium for ordering 	<ul style="list-style-type: none"> • Party/event rooms for small groups and kid's parties
High-tech equipment	<ul style="list-style-type: none"> • Laser digital projection and Q-SYS sound systems • 3D picture capability 	<ul style="list-style-type: none"> • 4K digital projection powered by Barco projectors; with RealD 3D capability. • XD extreme digital for large format
Ticket pricing	<ul style="list-style-type: none"> • Reasonable range of ticket pricing • Discounted pricing options and special discount days • \$3-4 added charge for 3D • \$1.50/ticket charge for advance order of tix by internet/phone 	<ul style="list-style-type: none"> • Reasonable range of ticket pricing • Discounted pricing options and special discount days • \$3-4 added charge for 3D/XD • \$1.50/ticket charge for advance order of tix by internet/phone
Phone App	<ul style="list-style-type: none"> • Developed app program to track customer purchases/preferences and provide rewards 	<ul style="list-style-type: none"> • Developed app program to track customer purchases/preferences and provide rewards
Community giving	<ul style="list-style-type: none"> • Various programs and events to support the local community 	<ul style="list-style-type: none"> • Various programs and events to support the local community