

REQUEST FOR INTEREST (RFI #ED-25-01)

For the Lease of City Property

2200 Parks Avenue, Virginia Beach, VA 23451

OVERVIEW

PURPOSE:

The City of Virginia Beach via its Office of Economic Development (VBED) is seeking information from well-qualified businesses or non-profit entities regarding the lease of the property for cultural arts use which includes, but is not limited to, performing arts programming, visual arts programming, literary arts, music, arts/venue management, culinary arts, community engagement, and museums.

BACKGROUND:

In 1989, the City of Virginia Beach completed construction of a 37,829-square-foot facility to house the collections of the Virginia Beach Arts Center. In December 2010, the Museum received accreditation from the American Association of Museums and changed its name to the Virginia Museum of Contemporary Art (MOCA). In July 2023, MOCA announced its intention to relocate to the campus of Virginia Wesleyan University in Virginia Beach. At this time, the subject property is currently leased by MOCA, who will be vacating the facility at the end of 2025.

SUBJECT PROPERTY:

2200 Parks Avenue, Virginia Beach, VA 23451

GPIN: #24178803550000 (See Exhibit A)

Building Area: 37,829 SF (Gross Building Area) (See Exhibit B)

Building Age: 36 years

Parking: Approximately 100 surface spaces

Land Area: Approximately 9.6 acres

Zoning: P1 – Preservation District

AICUZ: 70-75dB DNL

BUILDING TOUR:

A non-mandatory pre-submission building tour for parties interested in making submissions will be held on **April 28, 2025, between the hours of 10:00 am and 12:00 pm**. This will be the only time available for potential Respondents to enter this site for this purpose.

I. FUTURE USE

The City is seeking a cultural arts use that is suitable for the existing building floorplan and contributes to the City's goal of creating a diverse, world-class, year-round coastal community for residents and visitors. The City is looking for information demonstrating a vision for utilizing the Property as a cultural arts destination that engages the community, attracts visitors, hosts events, and offers immersive, interactive experiences.

Interested parties that plan to elevate and expand Virginia Beach's cultural landscape by introducing a fresh, innovative, and high-quality experience while also complementing the creative energy of the ViBe Creative District in which it is located are encouraged to submit.

Concepts that incorporate refreshable content, cutting-edge interactive technology, performances, and dynamic programming are preferred, ensuring the space remains a compelling and evolving destination for Virginia Beach visitors and residents.

Current capital maintenance expenses on the property total \$900,000 for window and door replacements and a new roof warranty. Annual routine maintenance and utility costs for the property are approximately \$250,000. **The City anticipates that any new user(s) would be responsible for these ongoing costs.**

The Property lies within the 70-75 dB DNL Noise Zone and P-1 Preservation District Zoning. P-1 Zoning does not permit residential, commercial, lodging, office uses, or public assembly**. The City is open to considering a rezoning to Commercial or Oceanfront Resort in order to permit other uses, such as:

- Eating and drinking establishments
- Retail establishments
- Markets
- Recreation facilities other than those of an outdoor nature
- Apparel and other finished products
- Craft furniture and fixture assembly
- Printing, publishing, and allied industries
- Cultural activities
- Auditoriums, concert halls

*** Public assembly is defined as a structure whose primary purpose involves the gathering of individuals or groups in one indoor location, excluding specific uses noted above*

Because a museum currently exists, similar uses could likely be considered without the need for a rezoning.

Additionally, the property is located within the Resort Strategic Growth Area and Central Beach Gateway, as identified in the City's Comprehensive Planning documents. The Guiding Principles for the Strategic Growth Area and Central Beach Gateway envision a mix of uses, vibrant streets, and well-designed pedestrian connectivity that serves as a key connection point for the ViBe Creative District commercial area, Convention and Sports Centers, and the surrounding Old Beach neighborhood.

II. RESPONSE REQUIREMENTS

A. Respondent Qualifications:

- i. **Experience** – Qualified respondents will have five (5) years minimum experience operating and managing the type of use desired.
- ii. **Respondent must be legally capable of operating in the Commonwealth of Virginia (registrations, licenses and/or permits).**
Any respondents not currently qualified to do business within the City of Virginia Beach will be required to obtain such qualification within 90 days of any award resulting from this RFI.
- iii. **Respondent can have no outstanding debts or claims against the City of Virginia Beach in order to be considered for any award resulting from this RFI.**

B. Submittal of Statement of Interest:

Each respondent must submit with its statement of interest the items listed below:

- i. Five copies of each submission with an electronic version in a sealed envelope marked "**RFI #ED-25-01, 2200 Parks Avenue.**" on the outside.
- ii. All submissions shall be received and date-stamped in the location described below no later than **June 9, 2025 - 3:00 pm local time.** **All submissions received after that time will not be considered and will be returned unopened to the respondent.**
- iii. Location for submissions:

**City of Virginia Beach
Attention: Pamela Witham
Department of Economic Development
4525 Main Street, Suite 700
Virginia Beach, Virginia 23462**

- iv. Submissions by telephone, facsimile, or e-mail will not be considered.

- v. All questions or clarifications related to this RFI must be submitted to Pamela Witham, Department of Economic Development via email at pwitham@vbgov.com 10 business days prior to the RFI deadline. All questions and responses will be posted on the RFI site. Any other contact with any City representative, other than Pamela Witham or the Department of Planning as listed below, concerning this solicitation is prohibited and may cause the disqualification of the Respondent from this process.
- vi. All relevant documents and information pertaining to this RFI can be found online at: www.yesvirginiabeach.com/rfp.
- vii. Questions about zoning and building code requirements should be directed to the Department of Planning at (757) 385-4211 (Permits) and (757) 385-8074 (Zoning).

C. Contents of Submission

Respondents must include in their submission the following documents and information, which will be used as evaluation criteria:

- i. A cover letter introducing the respondent(s)
- ii. A description of the proposed use of the building and property. This section should include information on the following:
 - Hours and days of operation
 - Ancillary uses, including, but not limited to, gift shops, food and beverage concessions, and event rentals associated with the primary use
 - Proposed building layout and space plan
 - Estimated cost to modify the existing space for the intended purpose
- iii. A description of relevant experience operating and managing the proposed use to include:
 - Capabilities and credentials of respondent's team, resumes are optional
 - Identify key personnel
 - Length of time in business
 - Respondent's statement of financial capability to support the proposed use
- iv. Anticollusion Form as referenced below; and
- v. A completed City of Virginia Beach Disclosure Statement ([located online](#)).

III. REVIEW AND SELECTION

The Review Committee will evaluate the submissions based on the following criteria:

1. Anticipated fiscal impact. This will be evaluated based on the respondent's

combined financial contribution as well as financial and operational viability and whether the respondent presents a realistic, well-structured financial model that ensures long-term success;

2. Alignment with vision: Demonstrates innovative, immersive, and engaging cultural uses with refreshable content that appeals to residents and visitors;
3. The credentials of the respondent(s);
4. The compatibility of the proposed use(s) to the existing building form;
5. The conformity of the submission to the City goals for the facility and area.

The City reserves the right to: reject any and all submissions; negotiate a binding transaction with one or more respondent(s); or to issue a subsequent RFP after a review of all responsive submissions. The ultimate decision regarding the use of the property will be made by City Council.

Only responsive and responsible submissions will be considered.

If a submission is selected, the City will notify the selected participant and, if directed to do so by City Council, will enter into negotiations with that party. If mutually agreeable terms are reached, the proposed transaction would be put on the City Council's Agenda for a public hearing and formal approval pursuant to applicable laws and procedures.

IV. GENERAL CONDITIONS

1. Public information: The City reserves the right to use any information contained in a respondent's submission regardless of whether that submission is selected. Unless otherwise noted, all information submitted as part of a response will be considered public information.
2. Confidential information: Respondent information deemed confidential or proprietary should be clearly marked as such. The City will endeavor to protect such information to the extent permitted by local, state, and federal law.
3. Submission preparation costs: All costs associated with the respondent's response shall be borne by the respondent.
4. Withdrawal of responses: A respondent's response can be withdrawn at any time up to the submission deadline.
5. Signature: All submissions must be in the name of the responding entity and contain original signatures of the individual or individuals legally authorized to bind the responding entity.
6. Right to Request Additional Information: Prospective entities shall furnish additional information as the City may reasonably require. The City reserves the right to investigate the qualifications of prospective entities as it deems appropriate.
7. Equal Employment Opportunity: The entity or entities awarded the lease shall comply with all equal employment opportunity provisions of federal, state, and local non-discrimination laws, orders, regulations and guidelines as may be applicable to the entity and be in effect during the performance of any agreement resulting from this RFI.

V. ANTICOLLUSION

The Anticollusion form incorporated herein (page 5) shall be executed and returned with the submission documents.

ANTICOLLUSION FORM

ANTICOLLUSION CLAUSE:

IN THE PREPARATION AND SUBMISSION OF THIS SUBMISSION, SAID RESPONDENT DID NOT EITHER DIRECTLY OR INDIRECTLY ENTER INTO ANY COMBINATION OR ARRANGEMENT WITH ANY PERSON, FIRM OR CORPORATION, OR ENTER INTO ANY AGREEMENT, PARTICIPATE IN ANY COLLUSION, OR OTHERWISE TAKE ANY ACTION IN THE RESTRAINT OF FREE, COMPETITIVE BIDDING IN VIOLATION OF THE SHERMAN ACT (15 U.S.C. SECTION 1), SECTIONS 59.1-9.1 THROUGH 59.1-9.17 OR SECTIONS 59.1-68.8 THROUGH 59.1-68.8 OF THE CODE OF VIRGINIA.

THE UNDERSIGNED RESPONDENT HEREBY CERTIFIES THAT THIS AGREEMENT, OR ANY CLAIMS RESULTING THERE FROM, IS NOT THE RESULT OF, OR AFFECTED BY, ANY ACT OF COLLUSION WITH, OR ANY ACT OF, ANOTHER PERSON OR PERSONS, FIRM OR CORPORATION ENGAGED IN THE SAME LINE OF BUSINESS OR COMMERCE; AND, THAT NO PERSON ACTING FOR, OR EMPLOYED BY, THE CITY OF VIRGINIA BEACH HAS AN INTEREST IN, OR IS CONCERNED WITH, THIS SUBMISSION; AND, THAT NO PERSON OR PERSONS, FIRM OR CORPORATION OTHER THAN THE UNDERSIGNED, HAVE, OR ARE, INTERESTED IN THIS SUBMISSION.

[SIGNATURE(S) ON FOLLOWING PAGE]

Request for Information

Respondent Information

Address, Line 1: _____

Address, Line 2: _____

City/Town: _____

State: _____

Zip Code: _____

E-mail Address: _____

Telephone Number: _____

Fax Number: _____

Taxpayer Identification Number (TIN) or Social Security Number (SSN): _____

Is your firm a “minority” business? ☐ Yes ☐ No

If yes, please indicate the “minority” classification below:

☐ African American ☐ Hispanic American ☐ American Indian

☐ Eskimo ☐ Asian American ☐ Aleut

☐ Other; Please Describe: _____

Is your firm Woman Owned? ☐ Yes ☐ No

Is your firm a Small Business? ☐ Yes ☐ No

Signature: _____

Printed Name: _____

Title: _____

Date: _____

EXHIBIT A

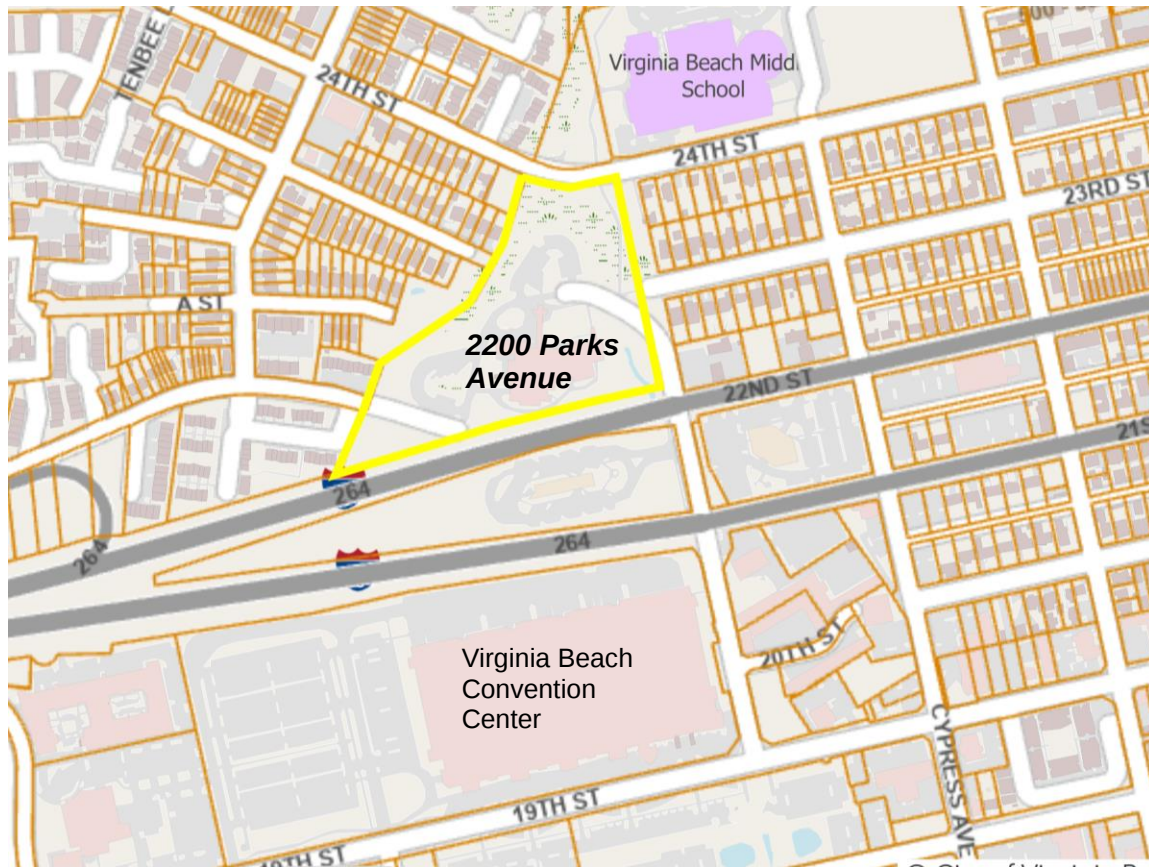
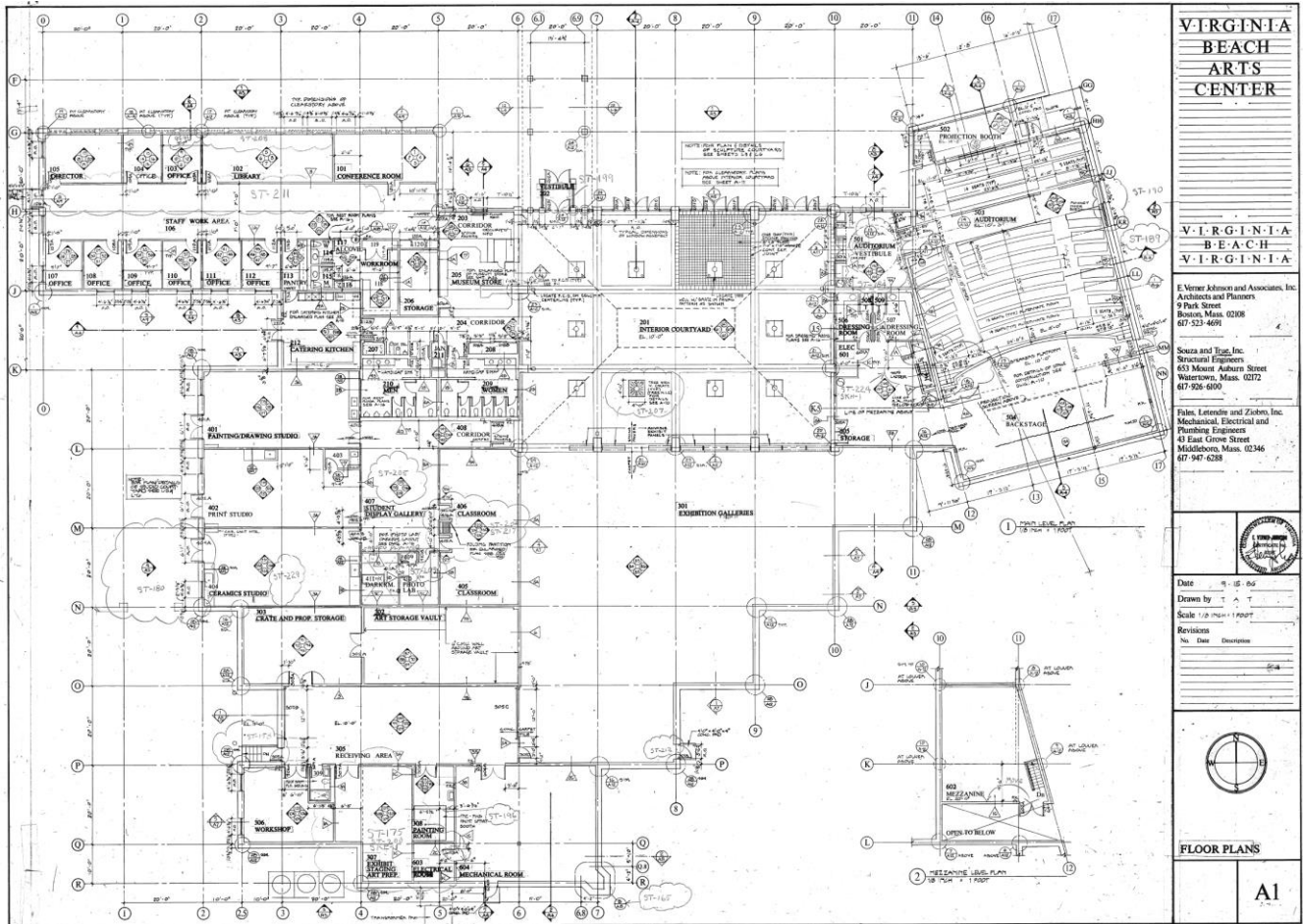
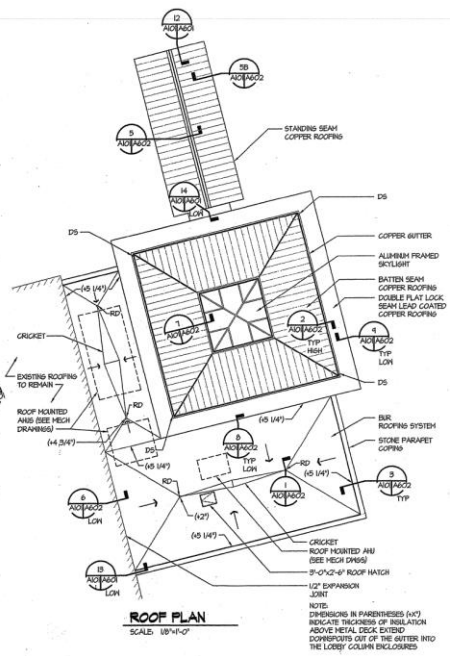
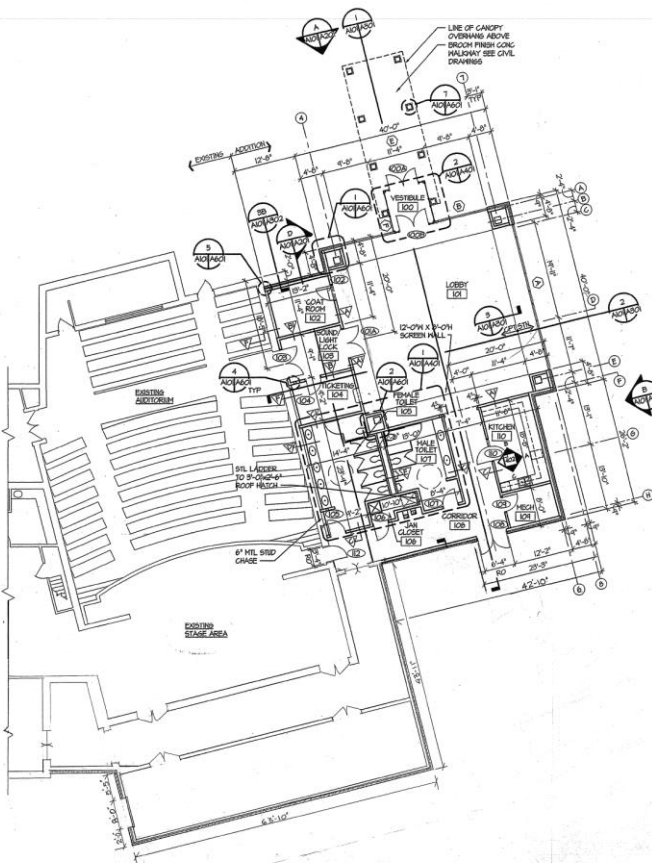


EXHIBIT B





ROOF PLAN
SCALE: 1/8"=1'-0"



Cedergren Rodriguez Madux ARCHITECTS 1000 N. 10TH STREET SUITE 100 ARLINGTON, VA 22201 TEL: 703/261-1111 FAX: 703/261-1112 WWW.CEDERGREEN.COM		project drawing sheet of	description by date revisions
CONTEMPORARY ART CENTER OF VIRGINIA VIRGINIA BEACH, VIRGINIA NEW WORK PLAN, ROOF PLAN AND GENERAL NOTES		sheet of	A101 of 14