



## **Request for Qualifications (RFQ)**

**Professional Event Curation & Management Services for the:  
Fargo Civic Center**

Proposals Due: March 28, 2025 by 4:30 p.m.

To the attention of:

Michael Redlinger  
City Administrator  
City Administrator's Office  
225 4<sup>th</sup> St. N.  
Fargo, ND 58102

Email: [MRedlinger@FargoND.gov](mailto:MRedlinger@FargoND.gov)

## **INTRODUCTION & STATEMENT OF PURPOSE:**

The City of Fargo, North Dakota (City) is issuing a Request for Qualification (RFQ) from qualified organizations or individuals to provide professional event curation and management services for the Fargo Civic Center, located at 207 4<sup>th</sup> St. N. in Fargo. Opened in 1961, the Fargo Civic Center is a 34,000 square foot indoor arena that is capable of seating 3,000 patrons for concerts and 2,800 for basketball games. Previously home to trade shows, athletic events, and community gatherings, such as TEDxFargo and Christkindlmarkt, the Civic Center today is primarily utilized for special events but is not regularly programmed by the City of Fargo. Office space built by the City of Fargo, located on the skyway level of the facility, has been leased to external organizations and utilized by City Departments intermittently since 2020. This space is currently vacant, and portions of it may be available for vendor programming.

The selected organization or individuals will be expected to provide a wide range of services to coordinate Civic Center activities with the City of Fargo; recruit outside events; curate events; and promote the facility. Interested parties that more fully and regularly utilize the Civic Center and its usable spaces are preferred, as the City seeks to activate the building and its adjacent grounds in warmer months.

## **BACKGROUND INFORMATION:**

The City Administrator, together with the Director of Facilities Management and the FARGODOME General Manager, will serve as the facilitators for the Request for Qualifications process and screen responses. Following the proposal screening, a recommendation will be made to the City's Finance Committee and City Commission on a preferred proposal.

The purpose of the initial phase of the RFQ will be to solicit interested parties to articulate a vision to coordinate the building with the City of Fargo and to bring events of community interest to the Civic Center - either by hosting events of their own creation or by promoting the building to outside vendors to bring events to the facility that will be managed by the interested party. The successful proposer will possess the organizational capacity to operate and manage building events; develop operational and budget plans to implement the vision of the proposer; understand and meet the expectations of the City as the facility's owner; and introduce new, meaningful events that engage the community and use the building to a fuller extent, thereby meeting the interests of the community and opening a new door to Downtown Fargo.

Interested firms or individuals should prepare and submit a proposal consistent with the instructions provided in this RFQ. The City reserves the right to select one, more than one, or none of the proposals submitted to the City for consideration.

## **SCOPE OF SERVICES:**

The scope of work presented below is representative, although not exhaustive, of the professional services desired by the City to initiate a new vision for the Civic Center. The scope of tasks will include:

- Initiate, organize, and conduct internal planning/coordination with the City Administrator, Director of Facilities Management, and FARGODOME General Manager on building operational plans and visions for future events and management.
- Develop a comprehensive operational plan for the facility that emphasizes and supports “activation” while providing customer service and coordination for potential facility users with the City of Fargo.
- Curate or recruit events of various types that engage the public, activate the building, and increase traffic and visits to the facility at times of the year that are conducive to the existing conditions and mechanical equipment’s limitations.
- Maintain the financial capability to manage the facility in a proposed long-term, stable operating agreement while at the same time promoting and supporting a new vision for the Civic Center.
- Solicit donations, sponsorships, naming rights, or other alternative revenue sources to supplement and diversify the operating revenue streams of the Civic Center to ensure stability and resiliency of the operation.
- Possess the operational and financial capacity to enter into a multi-year agreement to provide professional event curation and management services. The City anticipates a 2- or 3-year initial agreement term, with the potential to add an option (or options) to extend the agreement.
- Collaborate with the City of Fargo on a potential revenue sharing or a shared service model that acknowledges the continued capital and building repair fund contributions by the City of Fargo to operate the facility.
- Proposers must acknowledge the existing conditions and limitations of the facility’s mechanical/electrical/plumbing equipment; physical structure; fixed-in-place equipment; existing F,F&E; and operating parameters. It will be understood that major magnitude building repairs, or equipment replacement, will result in the City potentially terminating its agreement with the selected party. The potential for agreement cancellation will be at the sole risk of the proposer and must be acknowledged in its written submittal.

**THE PROPOSAL:**

- A. RFQ responses must provide complete information as outlined in the RFQ and expand on the vision of the proposer to professionally manage and curate or host events at the Fargo Civic Center. An electronic or mailed copy of the submittal shall be received **4:30 p.m. on March 28, 2025**. The proposal shall be marked: “Fargo Civic Center RFQ Response” and be sent to one of the following addresses:

**U.S. Mail:** Michael Redlinger  
City Administrator  
City Administrator's Office  
City of Fargo  
225 4<sup>th</sup> St. N.  
Fargo, ND 58102

**Email:** MRedlinger@FargoND.gov

- B. The City will not reimburse any expenses incurred by the firm or individual submitting responses, including but not limited to expenses associated with the preparation and submission of the response and attendance at interviews.
- C. The City reserves the right to accept one, accept more than one, or reject any and all proposals; to request additional information from any or all Proposers; and to suggest modifications to the terms and conditions offered by a Proposer.

### **Proposal Content**

Proposals must contain the following elements:

- A. ***Title Page*** which contains the name of the proposing organization/individual, its address, telephone number, name of the contact person, and the date of submittal.
- B. ***Proposer Profile*** that contains the organization or individual's history and credentials, including:
  - Who (or what organization) will be assigned to the project and a description of their responsibilities.
  - The size and scale of the organization or individuals that will perform the professional management services at the Civic Center.
  - The experience of the organization or individual in providing and managing facilities, events, or community festivals or gatherings.
- C. ***A Comprehensive Response to the City's Requested Scope of Services***, including:
  - A clear understanding of the requested services.
  - An overview of the organization or individual's approach to meeting the goals, performance expectations, and desired outcomes of the City of Fargo to activate the Civic Center.
  - A sound financial plan and operating model that fosters stability and durability in the new operating model for both parties.

- Imaginative and creative events that attract the public to interact with the Civic Center and experience Downtown Fargo.

**D. Rates, Fees and Charges**

Proposals must provide a complete description of the professional fees, expected City of Fargo in-kind contributions, and/or other revenue enhancement opportunities or revenue sharing strategies.

**EVALUATION AND SELECTION PROCESS:**

The City of Fargo will review all submitted proposals pursuant to the RFQ and may choose to conduct in-person or telephone interviews. After this initial screening process, the City Administrator will make a recommendation (or recommendations) to the Fargo City Commission. At its discretion, the City Commission may or may not conduct additional interviews with respondents.

At the conclusion of the RFQ process, the City intends to enter into a management agreement with the selected organization or individual(s). Based upon a review of the proposals and such other evaluation as may be necessary, the City Administrator will request that the City Commission approve the proposal determined to be the most responsive to the City’s stated goals. Approval of the recommendation and authorization of the management agreement is at the sole discretion of the City Commission.

**SCHEDULE:**

City Commission Approval of RFQ	February 18, 2025
Distribute/Advertise RFQ	February 19, 2025
RFQ Due Date	<b>DUE March 28, 2025 by 4:30 p.m.*</b>
Screening & Interviews <i>(to be scheduled)</i>	April 3 – 12, 2025
City Commission Approval of Management Agreement(s)	April 18, 2025

*\*Proposals received after March 28, 2025 at 4:30 p.m. will be considered non-responsive and rejected.*