

CITY OF HILLSBORO, OHIO

REQUEST FOR QUALIFICATIONS (RFQ)

Management and Operations of Music, Events, and Concessions

Crossroads Park Amphitheater, Event Hall, and Concession Facilities

Issue Date: May 22, 2025

Submissions Due: June 27, 2025

Contact: Lauren Walker, Economic Development Coordinator

lwalker@hillsboroohio.net 937.393.5219 ext 1004.

I. INTRODUCTION & BACKGROUND

This Request for Qualifications (RFQ) is issued by the City of Hillsboro, Ohio. The purpose of this RFQ is to identify a qualified firm to negotiate a contract to provide management and related services of the City's Crossroads Park.

The City of Hillsboro has a population of 6,481, and county population of 42,192, and serves as county seat of Highland County. Hillsboro is centrally located in Highland County, with easy access from Adams, Brown, Clinton, Fayette, Ross, and Pike counties – serving a combined regional population of over 250,000 within a 45min drive. It is a natural gathering point for rural and small-town communities, and is well known for its annual Festival of the Bells, which attracts thousands annually. Hillsboro's central location and strong base of local talent make it an ideal place to showcase community creativity and culture. The area is supported by institutions like Southern State Community College, which features an active theatre program, and is enriched by local arts organizations including Hillsboro High School Drama, the Historical Society, and dance studios. The Crossroads Park Project is funded by the Appalachian Community Grant and the site currently hosts all the summer movie events, festivals, and other civic events. The Crossroads Park Amphitheater has a maximum occupancy of approximately 3,000 individuals. There is no fixed seating, which allows for flexible audience arrangements including standing room and lawn seating. The amphitheater facility includes a green room, restrooms, storage, and two multipurpose flex areas designed to support smooth on-stage and off-stage entrances. A site plan, amphitheater renderings, and an overview of park amenities are included with this RFQ to provide additional context to respondents.

This RFQ may be the first step in a two-phase selection process. The City reserves the right to issue a subsequent Request for Proposals (RFP) or to negotiate directly with one or more qualified respondents based on the qualifications submitted.

II. PROJECT OVERVIEW & OBJECTIVES

Crossroads Park, located in the heart of Hillsboro, Ohio, is a multi-use public venue designed to support regional concerts, festivals, private events, community programming, and food and beverage services. The space includes:

- Amphitheater stage with VIP area and lawn seating
- Event Hall available for private rentals and civic use
- Concession areas and vendor infrastructure
- DORA (Designated Outdoor Refreshment Area) connections

The city desires to operate a high-quality, state of the art facility that is competitive in the industry and attracts a diverse event activity including, but not limited to, performing and cultural events. It is the city's intention that the park be operated in a professional and fiscally responsible manner and consistent with industry best practices and with all applicable laws and ordinances.

The city envisions a vibrant, full calendar of public and private events that generate economic activity, foster community pride, and attract regional visitors.

Operating objectives include contracting with a qualified firm that maximizes event activity and operating efficiency of the Amphitheater and Event Hall, provides innovative marketing efforts and provides additional services such as concessions. The qualified firm should be prepared to provide a strong and detailed plan representing the variety of services necessary to produce, conduct, and execute quality events.

III. SCOPE OF SERVICES

Respondents should demonstrate qualifications and experience related to one or more of the following services:

- Talent booking and production for local, regional, and national acts
- Event planning and promotion for concerts, festivals, movie nights, and community events
- Concession operations, including staffing, equipment, and vendor coordination
- Facility rentals and scheduling, including the Event Hall and stage areas
- Sponsorship development and corporate partnerships
- Ticketing and on-site logistics
- Staffing and volunteer management
- Safety, security, and crowd control planning
- Coordination with City staff and local ordinances (e.g., noise, curfews, DORA rules)

These services exclude the management and operations of the Festival of the Bells.

The City will provide services such as maintenance of the Amphitheater, other general/operational/maintenance services will be negotiated.

The firm selected will be required to have insurance coverage. These expenses and costs shall be a direct operating cost.

IV. SUBMISSION REQUIREMENTS

Please submit (3) hard copies of the submission, and one electronic copy in PDF format.

1. Letter of Interest
2. Firm/Team Profile – Name, address, principal contacts, and brief company background
3. Relevant Experience – Three examples of similar venues or projects managed (preferably amphitheaters or event spaces)
4. Team Qualifications – Key personnel, their roles, and résumés
5. Event Philosophy – Describe your programming vision and approach to engaging diverse audiences
6. References – Minimum of three professional references from past clients or partners
7. Optional Materials – Photos, sample marketing collateral, press clippings, or video content

V. EVALUATION CRITERIA

Submissions will be evaluated based on:

- Demonstrated success managing similar venues/events
- Strength of team and organizational capacity
- Creative vision and approach to programming
- Local economic and community impact
- Experience with concessions and food/beverage service
- Quality of references and client satisfaction

VI. SUBMISSION INSTRUCTIONS

All qualifications must be received by: June 27, 2025 by 4:00pm.

Submit via email to:

lwalker@hillsboroohio.net

Subject Line: RFQ – Crossroads Park Event Management

Or mail to:

City of Hillsboro

Attn: Lauren Walker

130 North High Street

Hillsboro, OH 45133

VII. ADDITIONAL INFORMATION

- The City reserves the right to reject any or all submissions, or to waive informalities.
- The City may invite selected respondents to participate in site visits and interviews.
- This RFQ does not commit the City to award a contract or reimburse costs associated with the preparation of submissions.

We thank you for your interest and look forward to your submission.