



Request for Proposals for

FACILITY MANAGEMENT SERVICES

associated with the

**Franklin Urban Sports and
Entertainment (*FUSE*) Complex
CaroMont Health Park**

Gastonia, North Carolina

October 16, 2026

Request for Proposals

Table of Contents

- I. Introduction / Background
- II. Proposed Scope of Work
- III. General Submittal Requirements and Information
- IV. Evaluation Criteria
- V. Additional Information
- VI. Appendixes

I. INTRODUCTION / BACKGROUND

The City of Gastonia, North Carolina (the City) is soliciting and accepting Proposals from interested and qualified firms for providing facility management services associated with the Franklin Urban Sports and Entertainment (FUSE) multi-purpose facility. Accordingly, the City is committed to enhancing itself as an economic, civic, and cultural core of the region. As part of this effort, the City completed construction of a \$26,000,000 multi-purpose facility in 2020, known as CaroMont Health Park on approximately seven (7) acres of real estate located just west of its core Downtown, strategically placed between the Center City and the historic Loray Mill.

The FUSE Project / CaroMont Health Park is the core for the Downtown Sports and Entertainment District. Facility site amenities include a multi-use synthetic turf athletic field that can accommodate high level baseball, soccer, football and field hockey. Attendance capacity for sporting events is approximately 5,000. Other potential uses include facilities for concerts and on field offerings with an attendance capacity of approximately 8,000. Additionally, there is a Premium Level 5,000 square foot meeting / banquet space overlooking the field that can be set divided and set-up for multiple capacities and functions. The posted occupancy is 340 people.

CaroMont Health Park serves as the catalyst to drive other economic development, support local businesses, provide residents and visitors with affordable entertainment options and generate community exposure. Considerable development of \$110,000,000 has occurred or planned in and around the FUSE District since the facility was constructed. The facility has served as the home to an Atlantic League of Professional Baseball (ALPB) team since 2021 with a variety of other events including college baseball / softball, soccer, football, tournaments, concerts, festivals, community events, conferences and meetings since opening. The City's intent is to continue these type offerings while expanding and improving the variety, quality, quantity and marketing of such.

Facility amenities include a full service equipped catering kitchen, (3) equipped concourse concession stands, LED field lighting to AAA baseball standards, 25 'X 62' LED scoreboard with production equipment, video walls and large screen TV's throughout, 360 degree concourse around the stadium with drink rails, (4) dedicated program / group areas, (2) team store areas, 1,300 square feet of outfitted office space and a multitude of additional furniture, fixtures and equipment. The City will provide layouts of the facility and a detailed listing of the FF&E available for use.

II. PROPOSED SCOPE OF WORK

The City is seeking a management firm to operate, manage and promote the facility as a premier venue for a variety of events including, but not limited to, various levels of baseball, soccer, concerts, festivals, community events, conferences and meetings hosted in the facility. Securing and maintaining a capable and capitalized high-level sports team as the primary tenant is a priority. Management services will include, but are not necessarily limited to:

- Financial Management:
 - Responsibility for the annual development and a subsequent monthly operating budget.

- Maintaining and reconciling bank accounts including working capital accounts.
- Identifying and realizing other revenue opportunities.
- Facility Maintenance:
 - Responsibility for maintenance and upkeep as necessary for the appearance and operation of the facility and related appurtenances.
- Marketing:
 - Conduct marketing and promotional activities with respect to facility events with the objective of maximizing utilization of the facility and attendance at events.
 - Responsibility for the marketing and sale of advertising and promotional opportunities within the facility.
- Event Related Services:
 - Responsibility for booking and scheduling events year-round and able to provide a list of recent and proposed bookings and events on a monthly basis upon request by the City.
 - Responsibility for booking policies and guidelines for rental rates and service fees, booking priorities, periods of availability, use restrictions and other terms and conditions of complex availability for events. Potential bookings could also include provisions for possible community, charitable and other public service events, including that the facility will be an equal opportunity destination with the goal of booking a diverse array of programs catering to an audience representative of the population of the City.
 - Providing security services during events and at such times when the facility is not in use.
 - Providing required equipment, fixtures, markings, sound and lighting systems, communications systems, staging, rigging and other event-specific requirements not otherwise provided. Asset inventory and amenity lists are included in the appendix.
- Public Relations:
 - Assist in answering inquiries from news and entertainment media regarding upcoming events and arranging for media access to events where allowed.
 - Assist in identifying and addressing concerns of residents in the vicinity of the facility relating to the impact of events.
 - Develop relationships and agreements with neighboring properties for shared parking opportunities.

- Developing and maintaining positive relationships with surrounding properties, business community, civic organizations, and integrating into the community.
- Creating, maintaining, and updating the facility website and social media.
- Other:
 - Responsibility for any other service or activity incidental to the normal and professional operation of the facility.
 - **It is the intent of the City that the hiring of a management firm will not result in the private business use of CaroMont Health Park under Section 141(b) of the Internal Revenue Code of 1986 and applicable regulations, and that any contract with a management firm would comply in all respects with the requirements of Rev. Proc. 97-13, 1997-1 C.B. 632, for permissible qualified management contracts, and any management contract would be so construed in order to qualify.**

III. GENERAL SUBMITTAL REQUIREMENTS AND INFORMATION

The City invites all interested and qualified management firms to submit qualification statements for management services associated with CaroMont Health Park in accordance with the following requirements. Responses should be prepared simply and economically, providing a straightforward and concise description of the Responder's experience and qualifications related to proposed scope of services. This outline is not all-inclusive, and respondents can provide additional information as deemed appropriate.

- *Letter of Introduction/General Information:*
 - Provide a transmittal letter that specifically states the responder understands the work to be accomplished and briefly outlines the responder's strengths in providing the required services. The letter should also state that Responder meets or exceeds the minimum qualification criteria outlined herein. This letter should be signed by an authorized corporate officer for each entity included as a team proposal.
 - Include the name for the Responder's firm/entity, address, telephone number, and name of contact person for the RFP. If the Responder is a joint venture comprised of individual firms, list the names of the firms/entities, addresses, telephone numbers, and names of contact persons.
 - Provide a table of contents that includes a clear identification of the written material by section and page number.
 - Provide a description of the proposing entity's current legal status (i.e., Corporation, Partnership, Sole Proprietor, Joint Venture, etc.), along with the proposing entity's current Federal and State Identification Numbers.
 - References from current and past clients.

- *Firm's Background and Qualifications:*
 - Provide a profile of your organization including principal officers and organizational structure. The responder should identify and distinguish between its own experience and qualifications and that of any parent entity, predecessor and/or wholly owned or partially owned subsidiary of the responder. Provide a copy of any organization profile, sales brochure and/or other documentary information pertaining to your organization.
 - Provide resumes of key personnel and principals of the organization. Identify the extent to which each principal executive or staff member will be involved in the management of CaroMont Health Park and whether such involvement will be on a fully informed daily basis or in an advisory capacity. Include a general organizational chart for the daily operation of CaroMont Health Park with key personnel listed.
 - Provide a history of your organization's facility management experience for the last ten (10) years. Information provided should include a description of services provided, examples of successful operational strategies and the terms of the management contract.
 - Provide documentation of your firm's financial capabilities and ability to adequately manage the basic expenses associated with management of the facility.
 - Provide information on how your firm can attract and recruit an anchor sports tenant.
 - A project summary from at least two (2) previous property management contracts, including 24-month budget, marketing plans, timelines and scope. Please include additional information for each project that would be helpful in evaluating your work.
 - Note and explain any occasion where a contract with your firm to provide management services has not been renewed when renewing was an option in the contract in the past ten (10) years.
 - Provide a list of all facilities managed by your organization on behalf of a public entity if applicable. Include each facility's name, address, size, and its primary intended use. Provide an explanation of your entity's experience in working with public entities and other entities that market facilities for a public entity, including cooperative efforts.
 - Provide examples of sporting and, non-sporting, events your organization has booked at facilities similar to CaroMont Health Park, indicating the name of the event(s), where and when the event(s) occurred, and the event(s) attendance.

- *Operation Plan*

- A statement of the firm's philosophy, visions and guiding principles.
- Description of your approach to managing CaroMont Health Park. Include viewed strengths and assets, as well as obstacles and how those would be addressed. Include philosophies and strategies on the use of in-house food preparation versus the use of caterers and other outside vendors.
- A suggested management organizational chart for key management of CaroMont Health Park, including positions at the corporate and local levels.
- Description of the reporting structure proposed between your corporate offices and the City, as well as, a description of the resident management personnel that could be assigned to the facility.
- Examples of management/financial reports used by your organization to advise governmental entities of performance.
- Possible strategies for minimizing the annual operating expenses and maximizing the annual operating revenues of the facility.
- Strategy and financial pro forma for how to maximize use of the facility year-round. Include potential uses for revenue generation.
- Provide a comprehensive catering and event hospitality program. Herein, describe your plan for food services. Include your plan to provide a positive guest experience.
- Approximate job creation for operations.

- *Booking Services*

- Provide an explanation of the overall philosophy you would use to book/market the facility, including:
 - An overview of marketing and promotional concepts that will further the goals of the facility as a premier venue and maximize the benefits of the facility.
 - Your approach to booking/scheduling, promoting, advertising and marketing events at the facility. Describe the utilization of the entire space for events.
 - Provide a marketing plan for the facility. Describe your marketing strategy including paid and non-paid advertising.

- Overview of staff that will be responsible for booking, scheduling and marketing.
 - The firm's experience working with entities such as the multi-purpose facilities in marketing and booking events.
 - Describe booking and reservation procedures.
 - Descriptions of any competing facilities managed/booked by your organization, that are of such a size or in such a market as to compete with the facility for booking events.
- *Local Business Utilization Plan / Sub-Contracts*
Describe if you plan on utilizing any local firms, including their roles, their experience, and the extent of their involvement. If the firm intends to sub-contract portions of the work, please include each sub-consultant's name and address, and specific designations of the tasks to be performed by the sub-consultant.
 - *Litigation History*
Include a statement detailing whether your firm is currently in litigation or has been in litigation in the past five years. If there is litigation history, please explain each occurrence and the circumstances with the outcome.
 - *Submittal Deadlines*
Interested firms should submit a fully completed RFP as outlined herein no later than 5:00 p.m. on Monday, November 30, 2026. Proposals will be evaluated upon receipt. Tours will be made upon request and scheduling. Please provide a minimum of ten (10) bound copies and one (1) accompanying USB flash drive or other electronic copy, submitted to:

Attn: Kristy R. Crisp, Director of Economic Development
 City of Gastonia
 P.O. Box 1748
 150 S. York Street (physical street address)
 Gastonia, North Carolina 28054

Each respondent is responsible for the timely delivery of its proposal package. No proposal will be accepted after the deadline noted above; any submittals received after this time will be returned to the Sender. The City reserves the right to cancel this RFQ for any reason without any liability or to waive any irregularities at their discretion. **Please note that the overall Statement of Qualifications / Proposal should be limited to a maximum of 50 pages.**

IV. EVALUATION CRITERIA

Proposal packages will be evaluated based on the firm's overall ability to meet the requirements in this RFQ; **however, a Responder's relevant background and experience (both the firm itself and the key personnel assigned to the Project) will be a major factor of consideration in the City's consultant selection process.** Other selection criteria will include:

- The firm's experience in successful multi-purpose sports and entertainment facilities management.
- The firm's vision and plan for CaroMont Health Park.
- Qualifications for the key individuals assigned to the local management team.
- The firm's financial capability to manage the facility.
- References.
- Overall proposal and other qualifications as applicable.

Contact Information:

Any questions should be directed to:

Kristy Crisp, Director of Economic Development Kristy.crisp@gastonianc.gov

V. ADDITIONAL INFORMATION

- **Public Records:**
Upon receipt by the City, all proposal packages are considered a public record except for material that qualifies as "Trade Secret" information under North Carolina General Statute 66-152.
- **Clarification of Submittal:**
The City reserves the right to obtain clarification of any point in a firm's proposal or to obtain additional information.
- **Conditions and Reservations:**
The City reserves the right to reject any and all responses to the RFQ, or to accept any RFQ response deemed to be in the best interest of the City. The City reserves the right to waive technicalities and informalities. A response to this RFQ should not be construed as a contract, nor indicate a commitment of any kind by the City. The response does not commit the City to pay for costs incurred in the submission of a response to this RFQ or for any

cost incurred prior to the execution of a final contract. No recommendations or conclusions from this process concerning your firm shall constitute a right (property or otherwise) under the Constitution of the United States or under the Constitution, case law, or statutory law of North Carolina. Neither binding contract, obligation to negotiate, nor any other obligation shall be created on the part of the City unless the City and your firm execute a contract.

Appendixes

- I. Asset Inventory List
- II. Maps, Diagrams, Surveys
- III. Pictures of the Facility
- IV. Description and Maps of Parking Opportunities
- V. Development