

Fargo-Moorhead Convention Center Supportive Data

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CONVENTION CENTERS IN COMPETITIVE DESTINATIONS

Bismarck Civic Center:	100,000 square ft Exhibit Hall, dividable 16 Meeting rooms 10,000 seat arena (40,000 square ft floor) Walkable hotels
Grand Forks Alerus Center:	25,588 square ft Ballroom (dividable) 11,400 square ft additional meeting room space 80,000 square ft arena 200 room hotel attached
Sioux Falls Convention Ctr:	50,000 square ft Ballroom, dividable 10,110 square ft additional meeting room space 2 separate arena floors, 25,000 square ft each?
St Cloud, MN River's Edge:	150,000 total square ft *19 Meeting Rooms *16,000 square ft ballroom *60,000 square ft exhibit space Skywalk to hotels
Duluth, DECC:	
Harborside	12,000 square ft ballroom, plus 5 meeting rooms
Cityside	26,000 square ft ballroom, plus 9 meeting rooms 15,000 square ft exhibit hall
Pioneer Hall	48,250 square ft
Paulucci Hall	8,000 square ft
Amsoil Ice Arena	19,600 square ft
DECC Ice Arena	24,000 square ft Skywalk to hotels
Rochester, Mayo Civic Ctr:	38,586 square ft dividable ballroom 25,000 square ft dividable exhibit hall 15,810 square ft auditorium 25,000 square ft arena
Mankato, MN Verizon Ctr:	21,100 square ft event center 11,200 square ft banquet hall 21,000 square ft arena 5,532 square ft meeting rooms 7,358 square ft lobby

SQUARE FOOTAGE SUGGESTED PER PERSON

Cocktail:	6 sq ft/person
Theater Style:	8 sq ft/person
Reception:	10 sq ft/person
Banquet:	12 sq ft/person
Classroom:	16 sq ft/person
Exhibit Booths:	86 sq ft/booth

MEETING SPACES IN FARGO-MOORHEAD

Fargodome:	80,000 square ft arena floor 10,268 Ballroom, dividable 3,160 additional meeting space Theater Room, seats 140
Holiday Inn:	27,000 square ft total 11,000 square ft ballroom 19 total meeting rooms
Delta:	23,000 square ft total 15,000 square ft ballroom 13 total meeting rooms
Ramada:	15,000 square ft total 8,700 square ft ballroom 10 total meeting rooms
Avalon Event Center:	15,350 square ft total 6,000 square ft ballroom 6 total meeting rooms
Hilton Garden Inn:	15,000 square ft total 10,000 square ft ballroom 7 total meeting rooms
Courtyard Moorhead:	10,000 square ft total 7,000 square ft ballroom 10 total meeting rooms
DoubleTree:	6,500 square ft total 5,600 square ft ballroom 12 total meeting rooms

INQUIRING LEADS WE CANNOT ACCOMMODATE

Organization/Event Name	Total Sq. Ft.	Attendees	Additional Meeting Information
Abby Carpet & Floor Annual Convention	150,000		
America's Small Business Development Centers Conference		1,500	
American Dental Hygienists Assn. Annual Conference & Exhibition	100,000		
American Holistic Nurses	35,000	500	70 exhibits, June
American Public Works Association		1,300	500 exhibits, mid-April, 2,025 room nights
American Society for Precision Engineers		300	General Session, 4-5 breakouts + 40 booths
Animal Health Institute National Sales Meeting	30,000		15-20 breakouts
Association for Conflict Resolution			
Association for Creative Industries	48,000		
Association of Governmental Risk Pools	125,000		
Association of Medical Illustrators	40,000	500	General session + 3 break outs, end of July
Association of Programs for Rural Independent Living		250	
Bass Master Classic	200,000		4,250 room nights
Black Gold Annual Conference			
Blue Cross Blue Shield Association		1,500	
BMW Rally	50,000	3,500	8 breakouts
Certified Angus Beef	50,000	700	
Chi Alpha		700	8 breakouts
Digital Library Federation			
Handbell Musicians of America		1,500	
Handcrafted Soap & Cosmetic Guild Annual Conference		700	
Heartland Payment Systems	150,000	200-400	
International Association of Operative Millers			1,000 room nights, mid-May, 200 exhibitors
International Crop Expo			
Mary Kay Career Conference		2,000	5 breakout rooms for 250 each, March
Microsoft Corporation			
Midwest Trucking Association		6,000	
MN Chapter of the American Planning Assn		400	
MN Council of Airports		250	
MN DOT – Toward Zero Deaths		1,300	8 breakouts
MN Science Teachers Association		250	16 breakouts for 30 people + 60 booths

<i>continued</i>			
Organization/Event Name	Total Sq. Ft.	Attendees	Additional Meeting Information
MN TOPS		800	
MN Water Well Association		320	
National Association of Chief Information Officers	30,000		1,055 sleeping rooms
National Association of Mortgage Brokers			
National College Testing Association		1,250	
National Folk Festival		75,000	6-7 performance stages
National Gold Wing Road Riders Association		8,000	
National High School Rodeo Association		2,000	
ND Democratic-NPL Convention		750	
ND Emergency Medical Services Assn		1,000	
ND Firefighters Association		1,200	February
ND Home School Association		700	80 exhibit booths, general sessions, and 4 breakouts for 125 each
ND State Trauma Conference			
ND United		5,000	
ND Water Pollution Control Conference			
Nursing Organization Alliance	25,000		November, 420 peak
Pheasants Forever	150,000		500+ booth exhibit, February weekend
Pioneer Network		1,200	August
Prairie Grains Conference		750-900	
Redhorse Corporation Annual Conference	100,000	1,500	
Salvation Army		450	2 general session room (450 each) and 4 additional breakouts (100 each)
United Methodist Church of the Dakotas Annual Conference		500	2 general sessions rooms (500 each), 2 workshop rooms (250 each), and a secure space for 30 exhibits
Upper Midwest Region-Association of College and University Housing Officers		600	
Verizon Connect Latitude Conference	12,000	850	3 breakouts for 100 people
Williston Basin Petroleum Conference		5,000	282 indoor exhibits, 45 outdoor exhibits/demos
Western Interstate Child Support Enforcement Council		550	30 exhibitor booths
YMCA of the USA		5,000	

CONVENTIONS LOST DUE TO OUTGROWN SPACE

Organization/Event Name	Attendees	Additional Meeting Information
American Physical Therapy Association		
Care Providers of Minnesota		Must stay in MN
Education Theatre Association	2,000	
MN Association of Community Mental Health Programs	800	
MN Council of Airports Symposium		
MN DARE Officers		
MN Library Association	300	
National Association of State Departments of Agriculture	200	
National Association of the Deaf		
National Gold Wing Road Riders Rally		
ND Association of Counties		1,200 room nights!
ND Education Association		1,050 room nights
ND Emergency Medical Services Association	600	
ND Grocers Assn Annual Meeting	300	12,000 sq ft for 60 exhibit booths + 10,000 sq ft for banquet
ND Long-term Care Spring Conference	900	
ND Safety Council	1,300	General session, 218 booths, 11 breakout rooms (80-160 in each) and an area for safety demos. February. Lost to Bismarck Civic Center
Sustainable Agriculture Research and Education		
Tri-State Aerial Applicators	500	450 room nights, February, 50 exhibit booths, 8 breakouts

CONVENTIONS FMWF COULD LOSE SOON

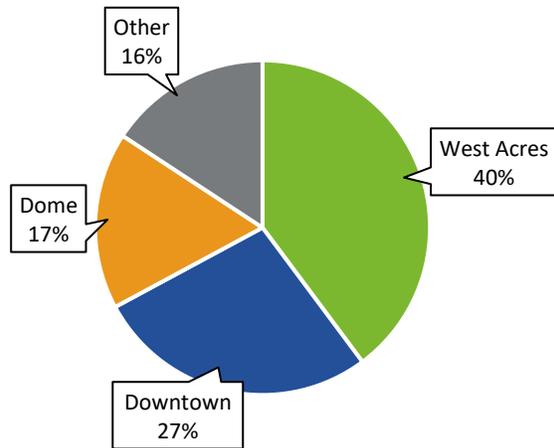
Organization/Event Name	Attendees	Current Location
American Traffic Safety Services Association	500	Delta
ND Long-term Care Fall Conference	450	Holiday Inn
ND League of Cities	500	Holiday Inn
ND Soybean Conference	600	Holiday Inn
ND Corn Growers		Holiday Inn
ND Grain Dealers	600	Holiday Inn
Telephone Operators Conference		Holiday Inn

<i>continued</i>		
Organization/Event Name	Attendees	Current Location
ND Dental Association	300	Delta
ND Dental Assistants	150	
ND Dental Hygienists	60	
NDGOP	2,000	Scheels Arena
Jehovah's Witnesses	4,600	Scheels Arena
ND Petroleum Council	600	Delta
ND Petroleum Marketers	550	Delta

ITEMS TO NOTE:

- Too often, when visiting with meeting planners who are not from or have not been to North Dakota, the weather is their initial concern. **The next question is “Do you have a convention center *with* an attached hotel?” It is hard to sell a state considered by outsiders to have six months of winter, much less the idea of having to commute back and forth from their hotels.**
- Larger convention planners prefer their attendees to be at one headquarter hotel. Typically, that ends up being the Holiday Inn due to the fact they house the most sleeping rooms at one property. However, if a convention is being held at the Dome, Scheels Arena or Civic and the Holiday Inn gives them all their rooms, the Holiday Inn is not able to sell their own convention space to another group due to no sleeping rooms to offer. This affects all stakeholders in the end.
- **It isn't just the lack of space that is an issue for many events, it is the lack of “flexible space”.** On average, a meeting will need a general session room, exhibit space, a meal room and concurrent breakouts throughout the day and a banquet hall in the evening.
- Meeting planners are looking to create an experience for their attendees. They want to integrate their expo vendors into designated socializing times so people naturally network with their sponsors. Any creative ways to move attendees through the event experience, by creating soft seating, charging stations, or scattered food buffets or beverage bars, make the meeting more interesting and inviting.

- From 2017 to 2021, our sales team has collected post-event survey data from meeting planners who've hosted an event at one of our convention hotels. Over those 5 years, 216 responses were submitted to the question of where in Fargo-Moorhead they would suggest a convention center be built.



TESTIMONIALS OF SUPPORT

October 18, 2021

Hi Mallari,

My client [Immerse Artists Dance] is looking for space for her event for Fall 2022, and my research reveals that there are only 2 hotels in the Fargo area that can accommodate this event based on her space requirements.

I'm surprised that with all the businesses based in Fargo that you don't have a convention center, as you certainly need one to be able to host meetings and conventions for these Fargo based organizations. Plus – having a convention center would also attract others to come to your beautiful city for everything from dance competitions to youth tournaments to city-wide conventions (I've been to Fargo several times when I was in the hotel business).

If you have any ideas for any other facilities that might work for this educational event, I would appreciate it.

Cindy Bergman
Manager, Global Accounts
HelmsBriscoe

November 27, 2017

I have serious concerns about whether Fargo, ND has a hotel large enough for our group which is growing each year by more than 50 people. We had over **400 people** in attendance in 2017. I just don't think the hotels have enough space for us, especially meeting space. But I'm willing to discuss it if you think there is indeed enough space there.

If Fargo builds a convention center, let me know and we will reconsider.

~ Elissa Ellis
Association of Programs for Rural Independent Living

January 30, 2017

Mallari, I want to thank you for submitting a proposal for APA Minnesota to hold their state conference in Moorhead in 2018. When the Board met, they discussed the proposal, and recommended that we not pursue a conference in your area at this time. It just appears that we would need more space than you have available both for lodging and for breakout rooms that were not part of a larger ballroom, which we would be using for meals.

I thank you for working with us and appreciate the efforts you put forth to help us choose a site that would accommodate us. I hope we can work with you in the future.

Peggy Schmid
APA Minnesota