



FOR IMMEDIATE RELEASE
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Convention Center's Impact on Economy Anything but Conventional

Fargo, ND: On November 5, 2024, Fargo voters will decide on a proposal to increase the city's lodging tax from 3% to 6% to fund a future convention center. This increase, almost exclusively paid for by visitors staying in local hotels, aims to establish a public-private partnership for the center's development. The initiative seeks to boost Fargo's capacity to host large-scale events and attract more visitors to the F-M metro area.

Fargo is currently missing out on large-scale events and conventions due to insufficient meeting and exhibit spaces. That business is instead going to nearby cities like Bismarck, Grand Forks, Duluth, Rochester, and Sioux Falls. A new convention center would help Fargo retain and attract new events, boosting visitor spending and the local economy. Following a failed initiative to pass a combined measure for both FARGODOME upgrades and a new convention center in December 2023, Fargo voters will now face two separate tax proposals during the November 5th election: a 25-year increase in the lodging tax moving it from 3% to 6% to fund the new convention center and a 20-year, quarter-cent sales tax increase to fund improvements to the FARGODOME.

"If built, a convention center would attract a larger volume of events coming into the area as we've seen in other communities that built new centers like Rochester, MN and Madison, WI. Along with that, it will equate to larger gatherings of visitors to our community," said Charley Johnson, CEO of Visit Fargo-Moorhead. "It has the potential to bring significant outside dollars to local businesses, helping them to invest in employees, local services, and growth. Ultimately, that spending would filter into the whole community and benefit everyone. It would also mean creating new jobs right here in Fargo."

Visit Fargo-Moorhead works to position our distinctive community as a desirable national destination, enhancing the quality of life for residents. The organization asked the Fargo Commission to include the convention center on the ballot so that voters can decide if they want the city to move forward with the project.

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Photos: <https://platform.crowdriff.com/m/s-qgeEdqmiTtEzSgTG>

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