

REQUEST FOR INFORMATION

BULL RUN REGIONAL PARK SPECIAL EVENTS CENTER

FUTURE OPPORTUNITIES

7700 Bull Run Drive Centreville VA 20121



Project Description

NOVA Parks is looking for qualified partners to help us shape the future of the Bull Run Regional Park Special Events Center. We are seeking thought leadership and financial partnership to invest in capital improvements, amenities, and programming that align with operational needs and the market demand of the public. The ideal partner will evaluate the facility and provide input for future improvements and programming, including proposals for innovative public/private partnerships.

The Bull Run Regional Park Special Events Center is a unique and diverse venue located in Centreville, adjacent to Interstate 66. NOVA Parks is interested in expanding the use, versatility and vibrancy of this facility to build on its history.

We are seeking experienced partners that can work with NOVA Parks to envision and plan capital investments and successful programming. Based on responses to this RFI process, NOVA Parks may proceed with future Requests for Proposal (RFP) or enter into direct negotiations with a single entity to secure a new partnership.

Background

NOVA Parks is a public agency supported by six local government member jurisdictions. In the late 1950s, the Northern Virginia Planning District Commission and a group of citizens from several local jurisdictions came together to protect Northern Virginia's rich heritage of woods, meadows, lakes, and streams from the threat of suburban sprawl. These residents, working with their local governments, Fairfax County, Arlington County, and the City of Falls Church, organized under the Virginia Park Authorities Act in 1959 as the Northern Virginia Regional Park Authority. With a dual mission of providing unique experiences and advancing land conservation, NOVA Parks is an agency

City of Alexandria

Sean Kumar
Scott Price

Arlington County

Paul Ferguson
Michael A. Nardolilli

Fairfax County

Patricia Harrison
Stella Koch

City of Fairfax

Mark Chandler
Douglas Stewart

City of Falls Church

Paul Baldino
David Gustafson

Loudoun County

James Bonfils
Eric Woodall

with a legacy of innovation. With 37 parks across more than 12,500 acres in the suburbs of Northern Virginia, NOVA Parks operates parks in the counties of Arlington, Fairfax, and Loudoun, and the cities of Alexandria, Falls Church, and Fairfax.

We innovate to advance our dual mission, both through expansion and enhancement. NOVA Parks generates 89% of our operating funds from entrepreneurial park operations, drawing on a culture rarely found in a public-sector agency.

Located in Centreville, Virginia, Bull Run Regional Park offers 1,500 acres of natural space and facilities for hundreds of possible activities and outdoor adventures for everyone. Amenities include Atlantis Waterpark, picnic shelters, family campground, disc golf course, playgrounds, hiking trails (including trailhead for the 19.7 mile Bull Run Occoquan Trail), the Bull Run Special Events Center, home of Bull Run Festival of Lights (mid-November-January), and the Bull Run Shooting Center.

The Bull Run Special Events Center is located within Bull Run Regional Park and is adjacent to I-66. It includes a fenced-in area for programmed events that feature a stage, electricity, water, and ticket booth. The Special Events Center has a 10,000-person capacity in an open-air amphitheater and has grass parking for approximately 5,000 vehicles. Festivals, concerts, and large events are common. The Special Events Center is also home to the Bull Run Festival of Lights, a 2.5-mile drive-through light show that ends at the Holiday Village with attractions such as fire pits, a large lit holiday tree and ornaments, carnival and camel rides.

Site Specifications

- Capacity: 10,000- ideal 5,000
- Parking: 1,700 vehicles
- Event Hours: 9:00am- 10:00pm daily*
- *Blackout Dates: mid- October-January for Bull Run Festival of Lights
- Stage: 73.2' length by 49.9' wide with 44'x6' loading area with electric
- Box Office: 30'x12' with 8 windows, office, and closet.
- Event Shed: 10'x16' storage
- Changing Room: 10'x14' insulated with A/C
- First Aid Shelter & Shed: 20'x20' open shelter, 12'x14' shed (for use by internal contractor)
- Security Shed (for use by security contractor only) located backstage
- 7 Water hook-ups (see map)
- 7 Electric hook-ups (see map)
- No permanent restrooms on the site
- All events have access to the center 3 days before and after event unless specified

Current Operating Budget

The Bull Run Special Events Center is one of five cost centers within Bull Run Regional Park. The Special Events Center is currently budgeted to break even. This budget does not include Bull Run Festival of Lights.

REVENUE	FY23 Actual	FY24 Actual	FY25 Actual	FY26 Adopted	FY27 Adopted
User Fees	\$107,176	\$71,915	\$19,250	\$110,000	\$110,000
Other Revenue	\$386,892	\$181,827	\$60,693	\$216,000	\$326,000
EXPENSE					
Operating	\$329,519	\$171,604	\$64,921	\$219,150	\$219,150
Maintenance	\$14,663	\$15,562	\$7,933	\$23,400	\$23,400
Utilities	\$1,288	\$1,204	\$1,569	\$1,300	\$2,000

For detailed information about NOVA Parks' Operating Budget: [FY27 Adopted Budget](#)

Event Requirements

- Event application
- Liability insurance with NOVA Parks listed as additionally insured
- Reservation deposit
- Written Emergency Action Plan
- Security, trash collection, portable restrooms, and first aid service (our vendors)
- Cost: \$5,750 per event day +\$1.00 per contracted capacity person

Past Events

NOVA Parks has contracted with a variety of promoters and contractors to host events at the Special Events Center. Some of the events that have been most successful include:

- Cultural concerts & festivals
- Circus & Carnivals
- Bounce festival
- Corporate picnics
- Cross country meets
- Radio station concerts
- Food & drink festivals

Request for Information

Respondents should provide an RFI reply (confidential throughout this process pursuant to 2.2-3705.1 (12) of the Code of Virginia), no longer than 10 pages that includes:

- 1) Letter of Interest
- 2) Statement of understanding of the Bull Run Special Events Center
- 3) Relevant experience with similar facilities, organizations and programming
- 4) Project Team Bios
- 5) Methodology and Approach
- 6) Proposed capital investments and programming concepts
- 7) Financing concepts and alternatives

Please send the RFI to:

NOVA Parks RFI- Bull Run Regional Park Special Events Center Future Opportunities
Attn: Blythe Russian, Director of Operations
5400 Ox Road
Fairfax Station, VA 22039

Questions may be sent to brussian@nvrpa.org

Amenity Photos & Maps

Map

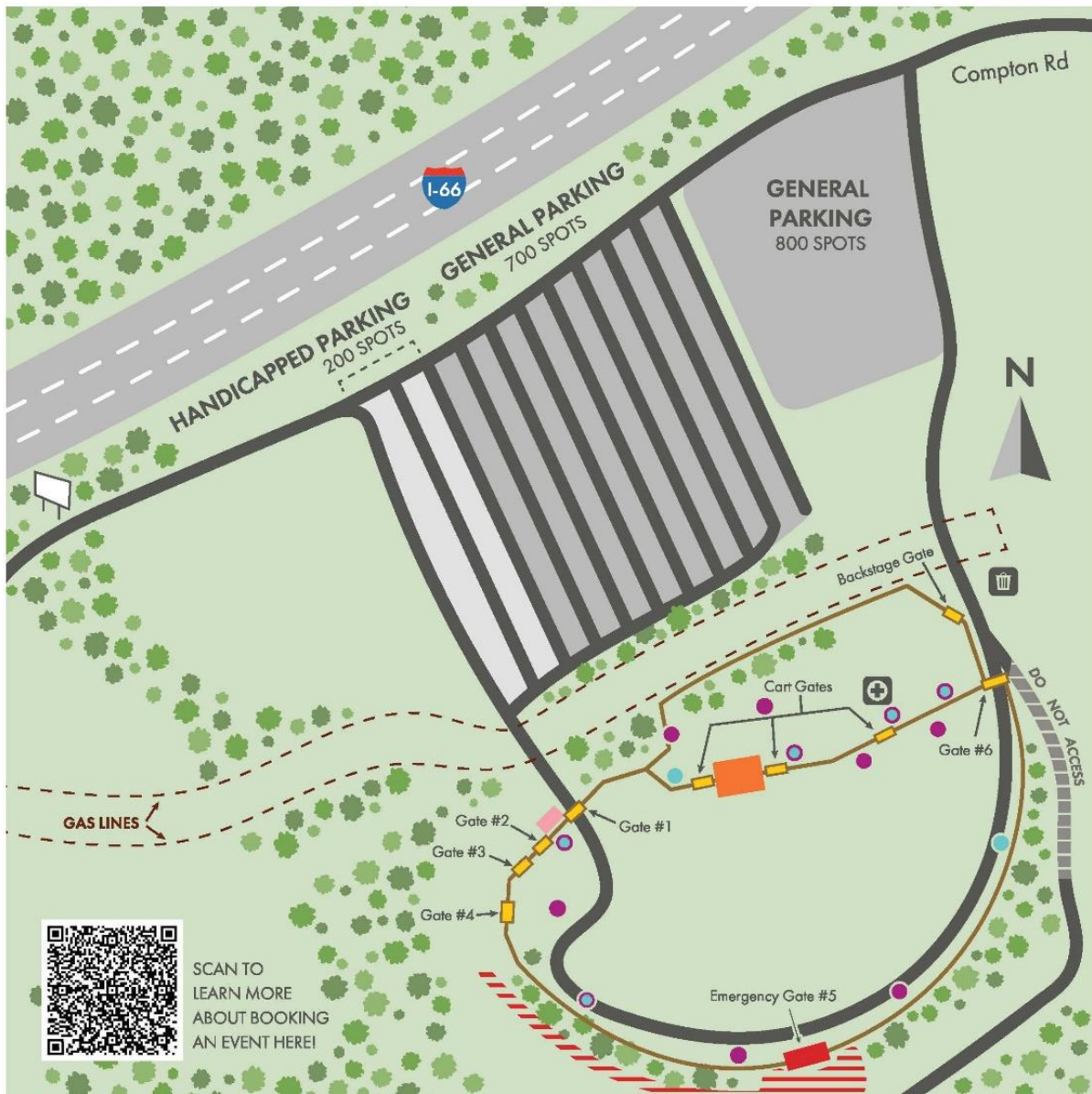


Bull Run Regional Park | Special Events Center

7700 Bull Run Drive, Centreville, VA 22079 | 703.631.0550 | novaparks.com/BullRunSpecialEvents

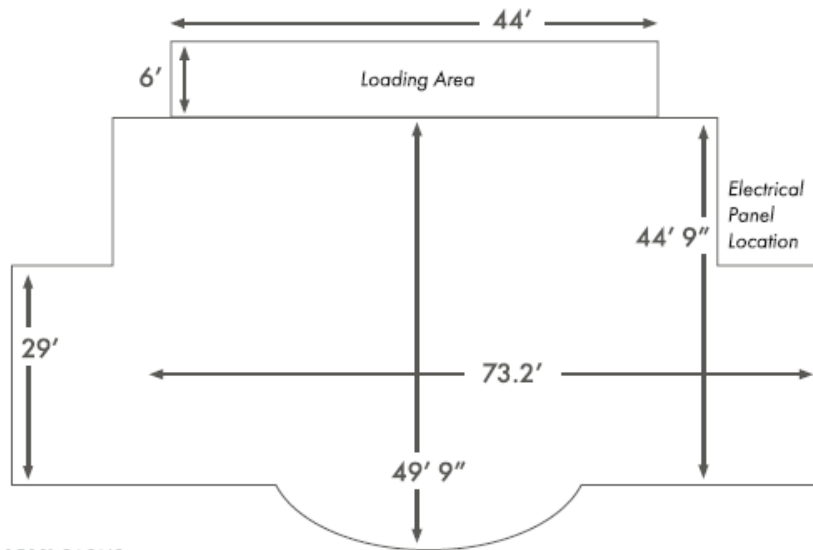
LEGEND

Electricity Hookup	Main Stage	Emergency Gate	Fenced Amphitheater
Water Hookup	Box Office	Dumpster	Emergency Access Road
Water & Electricity Hookup	Gates	First Aid	



Stage Dimensions

Bull Run Regional Park | Special Events Center MAIN STAGE DIMENSIONS



Stage from top of bowl



Top of Bowl



Backstage Changing Room (Air Conditioned)



Box Office Interior



Box Office Exterior



Event Storage Shed



First Aid Shelter



Typical Picnic Table



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