



# VILLAGE OF HOFFMAN ESTATES

## Department of Public Works

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### Statement of Qualifications (SOQ) Request

#### **NOW Arena – Northside Concourse Level Remodel**

RELEASE DATE: December 19, 2025

DUE DATE: January 30, 2026

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#### **Introduction**

The Village of Hoffman Estates (VOHE) is soliciting “Statement of Qualifications” (SOQ) from professional service firms in accordance with the Illinois Local Government Professional Services Selection Act (50 ILCS 510). The design firm should have demonstrated experience with mid-size sports and entertainment venues like the NOW Arena. The Village of Hoffman Estates will select from the firms submitting qualifications those best suited to develop a proposal for concepts and construction documents for the anticipated 2027 NOW Arena – Northside Concourse Remodel.

#### **Project Overview**

The facility is a mid-size indoor stadium with a seating capacity of approximately 11,000. The primary goal of this project is to modernize the North concourse environment to enhance the overall fan experience, improve operational efficiency, and increase revenue generation opportunities. The upgrade should focus on creating a contemporary, welcoming, and high-quality atmosphere that aligns with modern sports and entertainment venue standards.

Key objectives for this renovation include:

- Enhanced Concession Operations: Significantly improve the efficiency and functionality of the concessions by expanding footprint, adding culinary equipment, and increasing Point-of-Sale (POS) locations.
- Audio-Visual Enhancement: Upgrade audio-visual features for better fan engagement and dynamic content delivery.
- Improved Sightlines: Strategically address and increase sightlines from the concourse into the arena where feasible.
- Multi-Purpose Breakout Space: Incorporate a flexible, premium breakout space that can be easily separated and secured from the main concourse and designed to influence guest dwell time.

#### **Scope of Services**

The selected Consultant will be responsible for providing all necessary architectural and engineering services, which will include, but not be limited to, the following phases:

- A. Assessment and Conceptual Design:

- Conduct a comprehensive assessment of the existing concourse level condition, functionality, and deficiencies.
- Develop multiple conceptual design alternatives, including 3D renderings and material boards, to demonstrate potential aesthetic and functional improvements.
- Analyze and recommend strategies for optimizing fan flow, egress, and accessibility (ADA).

B. Design Development and Construction Documentation:

- Full architectural and engineering services (structural, mechanical, electrical, plumbing, fire protection) to produce complete and bid-ready construction documents, specifications, and cost estimates.
- Concessions and Culinary Focus: Design specifications must include expanding the concessions stand footprints and integrating necessary infrastructure for new culinary equipment and expanded Point-of-Sale (POS) locations.
- Technology and Sightlines: Specify and design the integration of new audio-visual systems (digital displays, sound systems) and implement design strategies to improve sightlines from key concourse areas into the bowl.
- New Flexible/Premium Space Design: Design and detail the new multi-purpose breakout space, including:
  - Specification for a high-quality operable space divider system to achieve effective separation and security from the main concourse.
  - Integration of lounge elements, including comfortable and diverse seating arrangements.
  - Design and specification of integrated phone charging stations and large format LED displays to enhance the guest experience and influence dwell time.
  - Requirements for acoustic separation, dedicated lighting/AV controls, and independent HVAC zoning.
  - The design should support various uses, such as a private party area, media center, or premium hospitality lounge.
  - General modernization of lighting, wayfinding signage, finishes (flooring, walls, ceilings), and branding opportunities.

C. Bidding and Negotiation Assistance:

- Assist the Village of Hoffman Estates with the bidding process, including responding to contractor inquiries and preparing necessary addenda.

D. Construction Administration:

- Provide construction administration services, including site visits, review of submittals, processing of contractor pay applications, and project close-out documentation.

## Minimum Qualifications

Firms submitting Qualification packages must meet the following minimum qualifications:

- Hold a current and valid license to practice architecture in the State of Illinois.
- Demonstrable experience (minimum of five (5) completed projects in the last 10 years) in the design or renovation of large-scale public assembly facilities, specifically indoor stadiums, arenas, or convention centers. Experience with concourse-level upgrades is highly desirable.
- The project team must include qualified engineers licensed in their respective disciplines, with specific expertise in commercial kitchen/concession equipment installation and large-scale venue audio-visual systems.

- Demonstrate successful experience in managing projects within strict budget and timeline constraints, particularly in operational environments (i.e., phased construction while the facility remains open).

## Proposal Submission Requirements

Interested firms must submit a detailed proposal addressing the following sections:

- Firm Profile and Experience: Overview of the firm, relevant experience, and references for a minimum of three similar projects.
- Project Team: Identification of the proposed project manager, key personnel, and sub-consultants, along with their relevant qualifications and roles.
- Project Understanding and Methodology: A clear outline of the firm's approach to the scope of work and a preliminary project schedule, with specific commentary on addressing the concessions/POS requirements and the innovative design of the flexible premium breakout space.
- Fee Proposal: A proposed fee structure (e.g., stipulated sum, hourly not-to-exceed, percentage of construction cost) for the services outlined in Section 2.
- Proof of Insurance: Current certificate of insurance demonstrating required coverage limits (to be specified in the full RFP document).

## Selection Criteria

Qualification Statements will be evaluated based on the following criteria:

- Firm's Relevant Experience and Qualifications (45%)
- Project Team Experience and Capabilities (30%)
- Project Understanding and Proposed Methodology (25%)

## Key Dates and Contact Information

Request for Statement of Qualification	December 19, 2025
<b>SOQ Submission (Deadline)</b>	<b>January 30, 2026, at 2:00 PM CST</b>
Selected Firm(s) Interview and Site Visit	February 5 <sup>th</sup> – 19th, 2026 by appointment
Deadline for Questions	February 27, 2026, at 2:00 PM CST
Proposal Submission (Deadline)	March 13, 2026, at 2:00 PM CST
Anticipated Selection Date	March 20, 2026

All submissions and inquiries must be directed to:

William Lynch, NCARB, FMP  
 Superintendent of Facilities  
 Village of Hoffman Estates Public Works  
 2305 Pembroke Avenue  
 Hoffman Estates, Illinois 60169

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