



## THE CITY OF THIEF RIVER FALLS HIRES OAK VIEW GROUP TO MANAGE RALPH ENGELSTAD ARENA AND ADJACENT HUCK OLSON MEMORIAL CIVIC CENTER

*Globally recognized firm to increase events and sponsorships while overseeing food and beverage services, day-to-day operations and marketing*

(THIEF RIVER FALLS, MN – JUNE 24, 2024) – Following a vote by the Thief River Falls City Council on Monday evening, the **City of Thief River Falls** selected [Oak View Group](#), the global leader in live experience venue development, management, premium hospitality services, and 360-degree solutions, for management services for **Ralph Engelstad Arena (REA)**, the **Huck Olson Memorial Civic Center**, the **Multi-Events Center** and **Tourist Park Campground**, effective on July 1, 2024.

As part of its comprehensive management strategy, Oak View Group will focus on several key areas, including increasing event sales and sponsorships, marketing and booking the properties, managing food and beverage services, and overseeing the day-to-day operations at Ralph Engelstad Arena and the Huck Olson Memorial Civic Center. Oak View Group will also provide food and beverage and select management services at the softball fields within the Multi-Events Center and the Tourist Park Campground.

“After a thorough review of proposals, we are pleased to announce our partnership with Oak View Group,” said **Angela Philipp, Thief River Falls City Administrator**. “Oak View Group’s commitment to delivering an exceptional guest experience aligns perfectly with our vision for our properties in Thief River Falls. We are confident that their expertise will help us elevate our venues to new heights.”

The Ralph Engelstad Arena and adjacent Huck Olson Memorial Civic Center provide a diverse and positive economic impact to the City of Thief River Falls by hosting live spectator events, banquets, meetings, trade shows, conferences, conventions and, most of all, hockey.

“We’re thrilled to join forces with The City of Thief River Falls in managing these fantastic properties,” said **Matt Lashoff, Director, Business Development for Oak View Group**. “Our aim is to leverage synergies with neighboring Oak View Group-managed venues to enhance operational efficiency and elevate the event calendars and guest experiences at both REA and Huck Memorial Civic Center.”

The last year has been a big hit for Oak View Group, which recently acquired management and/or food contracts at the Greensboro Coliseum Complex in Greensboro, NC; Mobile Civic Center in Mobile, AL; Gateway District and the reimaged David Booth Kansas Memorial Stadium, home of the Kansas Jayhawks in Lawrence, KS; Footprint Center in Phoenix; BOK Center and COX Convention Center in Tulsa; and McCormick Place, the nation’s largest convention center, in Chicago, IL.

**About Oak View Group**

Oak View Group (OVG) is the global leader in live experience venue development, management, premium hospitality services, and 360-degree solutions for a collection of world-class owned venues and a client roster of arenas, stadiums, convention centers, music festivals, performing arts centers, and cultural institutions. Founded by Tim Leiweke and Irving Azoff in 2015, OVG is the leading developer of major new venues either open or under development across four continents. Visit [OakViewGroup.com](http://OakViewGroup.com), and follow OVG on [Facebook](#), [Instagram](#), [LinkedIn](#), and [X](#).

###

**CONTACTS:**

Angela Philipp, City of Thief River Falls  
[aphilipp@trfmn.gov](mailto:aphilipp@trfmn.gov)

Teri Washington, Oak View Group  
[twashington@oakviewgroup.com](mailto:twashington@oakviewgroup.com)