



Project Data

Key Scope Items:

- Downtown Revitalization Plan
- Multiple Feasibility Studies: Arena, Hotel, Convention & Conference Center
- Upgrade of Existing Facilities and Development of New Facilities

Project Budget: \$40,000,000

HSP Professionals Involved in Project: Rob Hunden, Jaime Willis

Time of Service: 2010 – Present

Enid Downtown Plan: Convention & Events Center; Mark Price Arena

Enid, Oklahoma

The City of Enid contracted with the Hunden Strategic Partners' Team to conduct an analysis of the development potential for civic facilities downtown. The Consulting Team consisted of Hunden Strategic Partners, Convergence Design and convention facility manager Global Spectrum.

Specifically, the City was interested in determining the feasibility of:

- A renovated Mark Price Arena
- An expanded and/or renovated Cherokee Strip Conference Center
- A new multi-purpose event center
- A downtown hotel and
- Other related developments, as appropriate.

Based on the comprehensive analysis, the HSP-led Consulting Team recommended renovating Mark Price Arena so it may be put back to productive use as a sports facility, development of a new multi-purpose events center, an expansion, renovation and reclassification of the Cherokee Strip Conference Center to a convention and conference center that will use the events center as an exhibit hall and the development of a full-service hotel of up to 144 rooms. Together, this complex of facilities – Cherokee Center – will provide a core of economic activity that will both accommodate existing and latent demand as well as induce new demand and activity to Enid and downtown.