



### Project Data

#### **Key Scope Items:**

- Event Center, Hotel & Conference Center Study
- Arts/Entertainment Study
- Market, Financial Feasibility Study

**Development Budget:** \$20,000,000 - \$25,000,000

**HSP Professionals Involved in Project:** Rob Hunden, Shaun Hunt, Ethan Olson

**Time of Service:** 2013 – Present

## **Kokomo Conference Center, Hotel & Events Study**

*Kokomo, Indiana*

Hunden Strategic Partners was engaged by the City of Kokomo to study the hotel, convention, conference, entertainment and arts event market and a variety of venue types.

The Kokomo Event & Conference Center at Ivy Tech Community College has the largest meeting space and an existing base of business, but cannot very well accommodate demand for corporate meetings, training seminars and receptions due to its prior incarnation as a larger big-box style retail outlet. There are no more than four quality limited-service brands and no full-service hotels of any size. Yet, the business level at existing hotels reports over 80 and 90 percent occupancy most days of the week. A new upscale quality conference hotel that is more high-end but not out of reach for the Kokomo and central Indiana price point would help meet this demand without inflicting any significant harm on the existing supply.

The result of the study included a recommendation regarding the construction of a conference center hotel, an entertainment/events center and a convention facility, with the hotel-conference center as the recommended priority project. The report also suggested the best size and potential locations for the opportunity, particularly in light of the new U.S. 31 freeway bypass and downtown development and the resulting implications.