



Project Data

Key Scope Items:

- Convention & Conference Center, Hotel Analysis and Feasibility Study
- Restaurant, Retail and Entertainment Development Advisory
- Demand and Financial Analysis
- Economic, Fiscal and Employment Impact

Project Budget:

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

Time of Service: 2014

Convention, Civic Arena and Conference Hotel Study

Muskogee, Oklahoma

Hunden Strategic Partners (HSP) was retained by the City of Muskogee, Oklahoma to conduct a feasibility and market study for a new hotel and conference center as part of an expansion of the offerings of their current Civic Center, located downtown.

HSP conducted a full market and financial feasibility study for the conference center hotel and made recommendations for their aging and faltering Civic Center, which includes a small arena and meeting rooms. The lack of ballroom, multiple breakout meeting rooms, a hotel and restaurants inhibits the city's ability to attract events.

The analysis included a hotel market analysis, review of the current downtown Civic Center, recommendations for new conference and meeting facilities, recommendations for improvements to the Civic Center's facility and operations, and projections for proposed facilities. A private developer has been tapped to move forward with the recommended conference center hotel adjacent to the Civic Center.