



### Project Data

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

- Convention Center Feasibility & Funding Study
- Hotel Market Analysis and Development Strategy
- Downtown Sports Complex

**Development Budget:** Various

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

**Time of Service:** 2004 – 2005, 2013-2014

## Convention Center, Hotel & Downtown Sports Studies

*Rockford, Illinois*

Hunden has conducted multiple studies for Rockford, including convention/conference center and meeting hotel feasibility and financing studies for the Rockford Convention & Visitors Bureau in 2004-2005 and again in 2013. The city has been considering ways to boost tourism and economic activity downtown. HSP also conducted a feasibility study for the city of a downtown sport complex to attract youth sports tournaments to a major indoor facility, which would compliment their existing arena.

The analysis of the proposed facilities considered downtown and interstate sites as well as both sides of the river.

Currently, the city is considering inducing the development of a conference hotel as a reuse of the Amerock building downtown as well as the development of the Ingersoll building into a 16-court sports facility. HSP analyzed both of these projects in 2013 with full feasibility studies, including surveys of local and regional users.