



Project Data

Key Scope Items:

- Market & Financial Feasibility Study
- Feasibility/Funding Gap Analysis
- Meeting, Event & Hotel Facilities Study

Development Budget: \$10,000,000 - \$25,000,000

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

Time of Service: 2013

Conference Center Hotel Study

Sun Prairie, Wisconsin

Hunden Strategic Partners was retained by the City of Sun Prairie, Wisconsin to study the hotel and conference meeting space markets in the Sun Prairie area, and the feasibility of responding with either a decision to not construct, or proceeding with constructing and operating a hotel with connected meeting space at potential locations in the Sun Prairie area.

Sun Prairie is at a crossroads both figuratively, with the rapid transformation from an independent, suburban city to an integral extension of the Madison regional residential and business community, and literally, as U.S. 151 intersects expanded former country roads at important focal points in the newly emerging suburban landscape.

Hunden Strategic Partners conducted a series of studies by interviewing, in both east Madison and Sun Prairie, local employers, hoteliers, restaurants, golf clubs, community centers, business owners, and a midjet auto racing speedway.

Ultimately, HSP recommended an upscale select service hotel of approximately 150 rooms with a ballroom, meeting rooms and a restaurant. HSP suggested the hotel development be located along U.S. 151 to optimize visibility and access. Based on the need and opportunity, the hotel will cost more than the private investment and lending market will support, so a subsidy or public participation will be needed.