



Project Data

Key Scope Items:

- Downtown Revitalization Plan
- Multiple Feasibility Studies: Arena, Hotel, Convention & Conference Center
- Developer Solicitation Process

Project Budget: \$35,000,000

HSP Professionals Involved in Project: Rob Hunden, Rob Smitherman

Time of Service: 2010 – 2012

Enid Convention & Event Center, Hotel Studies, Impact

Enid, Oklahoma

In 2010, the City of Enid contracted with the Hunden Strategic Partners' Team to conduct an analysis of the development potential for civic facilities downtown.

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

- A renovated Mark Price Arena
- A new multi-purpose event center
- A downtown hotel to serve the new complex

A comprehensive feasibility study and recommendation was conducted, followed by an economic, fiscal and employment impact study. The City determined to move forward with the project with a \$35 million budget, plus solicit proposals for a hotel development.

Hunden Strategic Partners assisted the City by helping to manage the developer solicitation process for a downtown convention hotel of approximately 144 rooms. Hunden reviewed and edited the RFP, provided a hot list of developers, architects, construction firms, management companies and other hotel companies to market the list toward and is interacting with each of the potential developers to determine their level of interest and generally move the project forward.

The Enid Event Center opened in the spring of 2013 and the hotel project financing plan is underway.