



## Arena, Convention Center, & Hotel District Study

*Eau Claire, Wisconsin*

HSP performed a comprehensive market, financial feasibility and economic impact analysis for the potential development of a new convention center, arena and headquarter hotel in Eau Claire, Wisconsin. This study was a cooperative effort between the University of Wisconsin Eau Claire, the City of Eau Claire and Visit Eau Claire.

In addition to the complete hotel and convention center study, HSP conducted an arena study that analyzed the market opportunity for the increased capacity of an arena-style event center, as part of the Sonnentag Event and Recreation Complex. HSP conducted a market demand assessment, facility needs assessment, site analysis, financial analysis, and economic impact analysis. At the conclusion of the process, HSP determined the impact differential between two sizing options for the event center.

HSP ran scenarios for a 4,500-seat arena and a 6,500-seat arena and concluded that the smaller scenario would struggle for consideration by major concert and entertainment promoters. Market feedback indicated that the venue would need to accommodate approximately 6,500 spectators for concert seating. At the conclusion of the analysis, HSP recommended a convention headquarter hotel and a convention center program to include 30,000 square feet of column free flat-floor exhibit space, a 15,000 square foot carpeted ballroom, and 8,000 square feet of breakout meeting space.

A headquarters hotel and walkable activities were deemed critical to the success of a convention center. However, at this time the community has not determined what direction to proceed for any of the elements.

---

**Client:** Visit Eau Claire

**Time Period:** 2017 - 2018