



## Multi-Purpose Conference/Convention Center Feasibility

*Beloit, Wisconsin*

Hunden Strategic Partners worked with Visit Beloit to assess the financial feasibility of a new conference center facility in Beloit. The main elements of the study included a complete market validation assessment, financial feasibility including capital construction analysis, and an operating analysis.

Located in south-central Wisconsin adjacent to the Illinois border, the City of Beloit is the second largest city in Rock County with 36,966 residents. Beloit is within a ninety-minute drive to Madison, Milwaukee, and Chicago and has experienced success through a number of revitalization efforts along the Rock River and in the downtown area. In 2015, the City Center Council of Beloit and Beloit 20122 identified the need for a meeting, conference, and convention space as a priority.

HSP determined that there was some demand for meeting and event space in the market, as well as a hotel with a large enough room block to host a small-scale conference. The final recommendations included a conference hotel with 140 rooms, 5,000 square feet of divisible ballroom space, 5 meeting rooms, a restaurant, and catering kitchen for the event space.

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**Client:** Visit Beloit

**Time Period:** 2018