



Conference Hotel Study & Developer Selection Process

Sun Prairie, Wisconsin

Hunden Strategic Partners worked with the City of Sun Prairie, Wisconsin (suburb of Madison) 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.

HSP 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 midget 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. HSP also provided advisory services for the City during the development proposal review process, assessing the two proposals Sun Prairie had received. HSP vetted the proposals and determined the validity of the incentive requests and other elements of the project proposed.

The City of Sun Prairie broke ground in July 2017 on the construction of a new Hilton Garden Inn hotel, set to open in 2018.

Client:	City of Sun Prairie	Time Period:	2012 - 2016
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