



Convention Center, Hotel Study, & Developer Selection

Enid, Oklahoma

Hunden Strategic Partners and Convergence Design worked with the City of Enid to conduct an analysis of the development potential for renovated and new civic facilities downtown. The City was interested in studying the opportunity for a renovated Mark Price Arena, a new multi-purpose event center, and a downtown hotel to serve the new event complex.

A comprehensive feasibility study was conducted, which included recommendations and an economic, fiscal and employment impact analysis. The City determined to move forward with the project with a \$35 million budget. The City also decided to solicit developer proposals for the hotel development. HSP assisted the City by managing the developer solicitation process for the proposed hotel downtown.

Construction for the downtown event center began in May 2011. The final product, designed by Convergence Design, opened in the spring of 2013. The building opened as the Enid Event Center and Convention Hall, but the name changed in 2016 to the Central National Bank Center and again in 2019 to the Stride Bank Center. Since opening in 2013, the center has performed extremely well, hosting major music and entertainment events. In addition to entertainment and concert events, the center accommodates a variety of corporate meetings, seminars, tradeshows, weddings and related special events.

Client: City of Enid

Time Period: 2010