



Multipurpose Event Center Feasibility

Pocatello & Chubbuck, Idaho

The Pocatello-Chubbuck Auditorium District (District) engaged HSP to perform a market and financial analysis for a new multipurpose events facility in the district. The District, which is funded by an authorized hotel room tax, is undertaking the development.

HSP completed a full market and financial feasibility for the project and produced a projection of demand and financial performance, as well as estimates of the hotel tax used to repay the associated debt and operating losses.

The multipurpose facility is proposed to include sport, meeting and entertainment space in a 44,000 square foot complex. HSP studied each market to determine the demand, with a strong emphasis on sport tournaments and competitions recommended by the client.

The Mountain View Event Center opened its doors in January 2017 and has exceeded performance expectations. The facility hosted 64 events and saw over 76,000 visitors in its inaugural year of operations. Events included sports tournaments, meetings, concerts, family shows and more.

Client: Pocatello-Chubbuck Auditorium District

Time Period: 2014 - 2015