



## Convention/Event Center and Hotel Studies

*Southaven, Mississippi*

Hunden Strategic Partners worked with the DeSoto County Civic Center Authority to analyze the potential for an expansion of the DeSoto Civic Center (DCC), specifically the exhibit and meeting space. Another analysis was completed to consider the opportunity involved with the addition of a second ice rink. HSP then assisted Pinkowski & Company on a hotel study for the facility.

The DeSoto Civic Center had been performing at high levels since 2002, with increases reported in each successive year. The DCC includes approximately 17,000 square feet of divisible exhibit space, no dedicated ballroom and four meeting rooms of approximately 2,000 square feet. In addition, there is an arena designed for ice and concert events with seating for up to 11,000. The complex also includes a 400-seat theater.

The study recommended an expanded exhibit hall of 25,000 square feet, a 10,000-square foot ballroom and additional 6,000 square feet of meeting rooms, as well as a second ice rink to allow for hockey practices during ice events. In addition, a full-service hotel of at least 175 rooms was recommended.

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**Client:**

DeSoto County Civic Center Authority

**Time Period:**

2006 - 2007