



Convention Center Market & Financial Feasibility

Elizabethtown, Kentucky

HSP worked with the Elizabethtown Tourism and Convention Bureau (ETCB) to conduct a market analysis and financial feasibility study for a potential new convention center in Elizabethtown. The study examined the Elizabethtown community as it relates to meetings, convention events, banquets, indoor sports events, and supportive hotels. The study focused on determining an optimal convention center facility that would be appropriate for the community both in size and mix of uses and would take into account local and regional assets.

HSP conducted the full market and financial feasibility study thorough methodology, looking both at the current supply and the potential to induce demand from outside the city. HSP identified where Elizabethtown lacked, meet and exceeded in potential visitor generated revenue related to meetings, conventions, conferences, trade shows, group events, and others. HSP provided recommendations on a market-appropriate facility to induce economic activity to the community, as well as estimated capital/development cost, evaluated proposed sites, and provided the ETCB with partnering strategies and incentives for private sector development. The study revealed that a convention center development was not feasible.

Client:	Elizabethtown Tourism & Convention Bureau	Time Period:	2017
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