



Arena, Entertainment, Convention, & Hotel Studies

Grand Junction, Colorado

The City of Grand Junction retained Hunden Strategic Partners and architects at Sink Combs Dethlefs to perform a new feasibility study for a proposed arena to host an ECHL hockey team, as well as the expansion and renovation of the Two Rivers Convention Center.

The HSP Team analyzed the opportunity and viability of a new arena, including optimal location, recommended physical program, likely cost, funding and impact. The study also profiled existing and new meeting, sports, trade shows and entertainment facilities in Grand Junction, Mesa County, and in the regional area in order to understand the current demand, future uses and the economic impact and feasibility of recommendations. HSP gathered all available demand and competitive supply data, as well as comparable facility and industry design trend data to understand and recommend the optimal facility for the market and the likely tenants and other users. HSP also considered the potential for combining management of the facilities, which lowered the risk to the community for ongoing operating losses.

In 2017, HSP was again retained to complete a market and impact assessment of the expansion/renovation of the Two Rivers Convention Center and two new branded hotels. The hotel and convention center projects are now underway. However, the arena was not approved in a public referendum.

Client: City of Grand Junction

Time Period:

2015 - 2017